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## Official Football Program

### MIAMI (Fla.) vs. NEBRASKA

OCTOBER 2, 1975

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This publication is the official program of the University of Nebraska Athletic Department. The official price is \$1, tax included.

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#### TODAY'S COVER

Leading the Cornhusker victory cheers this year are Yell Squad members: Back row, left to right, John Slavens, Julie O'Meara, Gary Willetts, Shelley Reissener, Jill Wanamaker and Chris Lofgreen. Front row, left to right: Debbie Patterson, Julie Hurt, Lisa Danberg, Penny Legate and Nanci Jones. Bill Murphy, Assistant Professor of Physical Education and Recreation, is the Yell Squad coach.

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## NEBRASKA SPELLS "SPORTSMANSHIP"



The University of Nebraska is known and respected all over the nation for its red-attired fans, as well as its football teams.

Nebraska fans also have a nation-wide reputation for good sportsmanship, at home and away.

"Big League"—that's the way Nebraska teams and fans have acquitted themselves in past seasons, and that's the same goal for 1976.

The University of Nebraska urges all 1976 fans to continue this fine tradition of sportsmanship by extending courtesy to the visiting teams and officials.

All of us on the Cornhusker Staff salute our fans as the greatest in the nation and thank you for your support and sportsmanship.

Yours for Nebraska,

*Bob Devaney*

Bob Devaney  
Athletic Director

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# Ex-Nebraskans Return Today for NU-Hurricane Clash

By DON BRYANT  
Sports Information Director

Even though Carl Selmer, Jim Walden and Pete Elliott are all wearing Miami Hurricane Orange, Green and White, Husker fans everywhere will long remember when each of them wore the Scarlet and Cream for the University of Nebraska.

Elliott, a former All American quarterback at Michigan in 1948, leads the trio's Husker history. Following assistant coaching stints at Oregon State (1949) and Oklahoma (1950-55), Elliott moved to Nebraska where he served as head coach in 1956. After a year with the Huskers, he was then head coach at California (1957-59) and Illinois (1960-67). Elliott arrived on the Miami scene in 1972 and has served as assistant athletic director, head football coach and currently is the athletic director for the Hurricanes.

Walden played quarterback for Bob Devaney at Wyoming and was a coach under Devaney at Nebraska from 1969-72. At the end of the '72 season, Walden joined Selmer and became part of the Miami staff, as its defensive coordinator.

Selmer, before going to Miami, had been with Devaney for 16 years, five years at Wyoming and 11 years at Nebraska (1962-72). As offensive line coach at Nebraska, Selmer helped lead the Huskers to eight Big 8 Championships and two National titles.

While at Miami, Selmer was offensive coordinator for two years, before taking over the head coaching job in 1975. He was 2-8 his first year, but his young Hurricanes played such top teams as Oklahoma, Nebraska and Florida down to the wire before dropping close contests.

During last year's game in Lincoln, Miami led the Huskers at the half 9-7, before bowing 31-16. But if Selmer's team last year was young, in 1976 it's experienced, with 36 lettermen returning, including six offensive and seven defensive starters.

Going into today's game, Nebraska is 2-0-1, while Miami is 1-1. The Huskers have wins over Texas Christian and Indiana, along with a tie with Louisiana State. Miami defeated Florida State 47-0 in its opener and lost to Colorado 33-3 last Saturday in Boulder. Overall, the Huskers lead the series 3-1.

So, as Selmer, Walden, Elliott and the rest of the Hurricane team and their fans enter Memorial Stadium, Nebraska fans everywhere welcome them back to the Husker State for today's game.

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# Foundation Reports \$5.4 Million Income

On the occasion of its 40th Anniversary, the University of Nebraska Foundation reported this week to its Trustees the most successful 12 months of operation in its history: income from all sources of \$5.4 million.

Harry R. Haynie, Foundation president, said this was a \$1.9 million increase over the previous fiscal year. Gifts totaled \$3.9 million, a gain of \$1.7 million.

Assets climbed to a total of \$25.3 million, or an increase of \$1.8 million.

## Gifts Show Increase

Among the sources of gifts included: living alumni, \$627,509, up \$49,600; non-alumni individuals, \$243,012, up \$89,201; estates, \$1,903,852, up \$1.2 million; Foundations, \$225,807, up \$80,829; organization, \$222,284, up \$40,712; and corporate support, \$372,630, down \$30,197.

Mr. Haynie reported that benefits transferred to the University of Nebraska totaled \$2.5 million, a \$500,000 increase over the previous year.

Among the benefits were: student assistance, \$770,946; faculty assistance, \$303,091; research projects and equipment, \$418,826; academic programs, \$480,604; Museum, library, and fine arts, \$112,490; building improvements, \$106,520; UNL Alumni Association, \$64,724; and benefits awarded by the Foundation Committee from unrestricted funds, \$244,213.

The amount of student loans outstanding at the end of the fiscal year totaled \$230,613 for 363 students. The rate of interest charged by the Foundation is four percent.

## Foundation at Top

Mr. Haynie said that although Nebraska ranked third or fourth

in alumni support among Big Eight Schools, the University ranked at the top for total private support from all sources.

More than 150 Trustees from various parts of the country attended the Foundation's annual meeting Friday, October 1, in Lincoln.



Harry R. Haynie

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\* Direct reports, with taped replay, from other Big 8 Games today. **EXCLUSIVE ON THIS SCOREBOARD SHOW**

\* Taped replays of this afternoon's Nebraska game as reported by Dick Perry. **EXCLUSIVE ON THIS SCOREBOARD SHOW**

\* Interviews with Cornhusker Players

\* Also heard on WJAG, Norfolk; KOGA, Ogallala; KODY, North Platte; and KCSR, Chadron

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College of the Day . . .

# Architecture Celebrates Third Year

By ANDREA CRANFORD  
Assistant Director  
Office of University Information

It has been just three years since the University of Nebraska-Lincoln College of Architecture officially became a College, although Architecture has been a course of study at NU since 1894, and was a program in the College of Engineering and Architecture from 1913 to 1973.

In the intervening three years, College enrollment has reached 500—including increases in new students, transfers and graduate students this year—and the staff has risen to 30, according to Architecture Dean W. Cecil Steward.

The College is now divided into three departments: Architecture, chaired by Prof. Homer Puderbaugh; Community and Regional Planning, chaired by Prof. Roger Massey, and the Community Resource and Research Center (CRRRC, formerly the Community Development Unit of the University Extension Division), directed by Ted Wright.

Since attaining college status, Architecture has developed a number of new programs, including:

—A Masters program in Community and Regional Planning.

—A Community Resource and Research Center which is the fo-

cal point for the College's community service activities.

—An undergraduate exchange program with Universidad Autonoma de Guadalajara in Mexico each fall semester. (The College has had a graduate level spring semester in London for a number of years.)

—A completely revised professional curriculum which now takes six years to complete instead of five.

—Participation in the University's Areas of Excellence program. The extra \$55,300 in Excellence funding has allowed the College to more than double the size of its library, to furnish and staff a woodworking shop, to make a computer terminal available for computer graphics and to sponsor a number of faculty and student activities.

The College has also shifted emphasis to three specific areas of development which make the NU College unique among colleges of architecture, according to Dean Steward.

"First, the College stresses development of professionalism through direct affiliation with practitioners in the community," he says.

"Second, the College focuses attention on foreign studies as a means of enriching the standard curriculum.

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# As A College

"The third unique area is our commitment to activities in community service."

Among the College's recent community-related activities was a study of the area surrounding the State Capitol Building. The CRRC, in cooperation with several state and local agencies, undertook a study leading to the development of a master plan for the preservation and protection of the Capitol and its environs.

Architecture students also became involved in planning assistance for Fremont, Neb. after the Pathfinder Hotel explosion destroyed a portion of the town's business district last January.

And the Community Design Center, operating state-wide, brings students community service and design problem solving opportunities while providing architectural services to low income groups.



Prof. Keith Sawyers consults with a student.



The College of Architecture and the State Department of Economic Development co-sponsor the Nebraska Community Improvement Program.

In addition, the College of Architecture co-sponsors the Nebraska Community Improvement

Program with the State Department of Economic Development. The College helps conduct annual workshops for the 150-200 Nebraska towns which compete in the program, providing them with guidance in downtown redevelopment, economic development, youth and recreation program planning and all facets of community development.

For the past two years, the Community and Regional Planning Department and the CRRC have also conducted a series of land use planning seminars, dealing with controversial issues in public land use policy, in out-state Nebraska.

Along with program and development changes, the College has experienced acute pressures for space and facility changes. Presently three buildings house the College, with the CRRC and the Department of Community and Regional Planning located in the former Law College building. The other "annex" to Architectural Hall is Richards Hall which houses design studios, the materials shop and graduate assistant offices.



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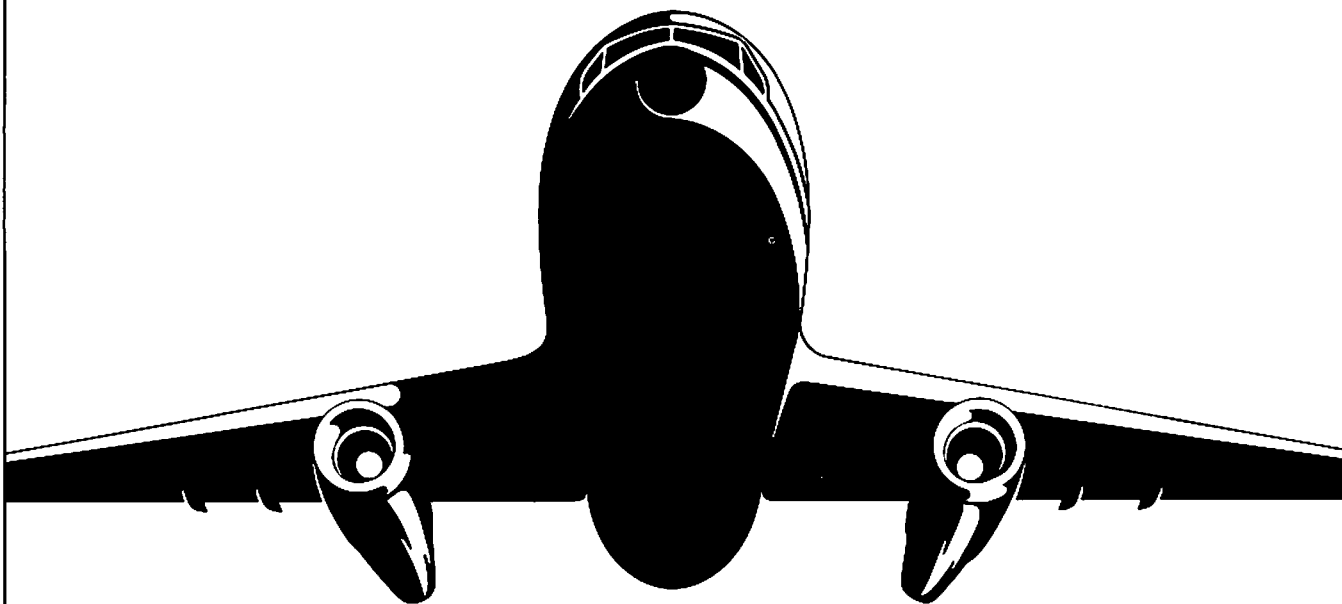
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The Band half-time presentation opens with a unique entrance routine to "Another Opening, Another Show" and is followed by the NU pom-pom girls and the "Ladies in Red" performing to "Spinning Wheel." The Band then serenades the fans in the South Stadium with "Don't Sleep in the Subway."

In today's feature spot, the Band proudly presents the entire trumpet section in Leroy Anderson's "Bugler's Holiday." In concert, the Cornhusker Marching Band plays a Cole Porter masterpiece, "Begin the Beguine," and then concludes with a patented Marching Red arrangement of "Old Man River."



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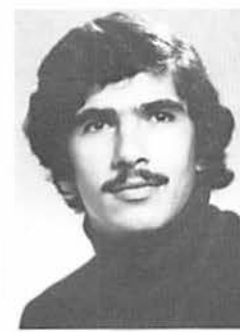
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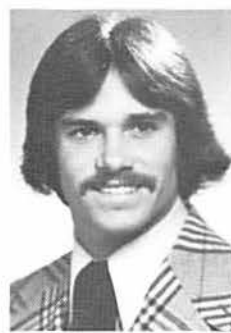
16 TIM FISCHER  
DB 5-10 170 Jr.



17 ED BURNS  
QB 6-2 205 Sr.



18 RANDY GARCIA  
QB 6-3 192 Jr.



19 JOHN INGRAM  
DB 5-10 160 So.



21 DALE ZABROCKI  
IB 5-9 185 Jr.



23 KENT SMITH  
DB 6-1 196 Jr.



24 JAKE CABELL  
DB 6-3 200 Sr.



25 RUSS VANOUS  
K 6-3 213 Jr.

# CORNHUSKERS



26 JEFF LEE  
SE 6-2 190 So.



27 TOM RIDDER  
DE 6-3 205 So.



28 DAVE GILLESPIE  
IB 6-0 205 Sr.



29 JIM PILLEN  
DB 6-0 185 So.



30 BYRON STEWART  
IB 6-1 190 So.



31 TED HARVEY  
DB 5-10 170 Jr.



33 CURTIS CRAIG  
WB 5-10 180 Jr.



34 DAVE BUTTERFIELD  
DB 5-10 182 Sr.



35 RICHARD BERNS  
IB 6-3 200 So.



36 KIM KUJATH  
FB 5-11 215 Jr.



37 JEFF CARPENTER  
LB 6-1 217 Jr.



38 LEE KUNZ  
LB 6-3 206 So.



39 RANDY LESSMAN  
K 6-3 205 Sr.



40 KEITH STEWARD  
FB 5-11 205 So.



41 JIM WILLIQUETTE  
DB 5-9 165 So.



42 MIKE WASHINGTON  
FB 5-11 212 So.



43 AL EVELAND  
K 6-1 205 Sr.



44 PERCY EICHELBERGER  
LB 5-11 200 Sr.



45 DODIE DONNELL  
FB 6-2 219 Jr.



46 GARY HIGGS  
FB 6-2 220 Sr.



47 JIM BELKA  
LB 6-2 215 Sr.



48 JEFF HANSEN  
DB 6-2 195 So.



49 MONTE ANTHONY  
IB 6-3 208 Jr.



# NEBRASKA



51 DAN SCHMIDT  
OG 6-2 222 Sr.



52 TOM DAVIS  
C 6-3 232 Jr.



53 KEITH BISHOP  
C 6-3 225 So.



54 BARNEY COTTON  
C 6-5 231 So.



55 ROD HORN  
DT 6-4 247 So.



56 STEVE MARKUS  
LB 6-0 215 Jr.



58 DAN STEINER  
OG 6-2 233 So.



59 JIM WIGHTMAN  
LB 6-4 222 Jr.



61 CLETUS PILLEN  
LB 6-0 206 Sr.



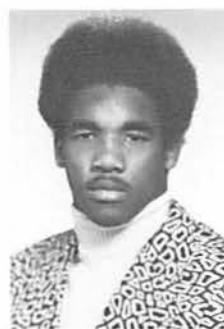
62 STAN WALDEMORE  
OG 6-4 246 Jr.



63 GREG JORGENSEN  
OG 6-2 235 Jr.



64 JON KRONEBERGER  
OT 6-5 251 So.



65 OUDIOUS LEE  
MG 6-1 218 So.



66 JEFF PULLEN  
MG 6-0 215 Jr.



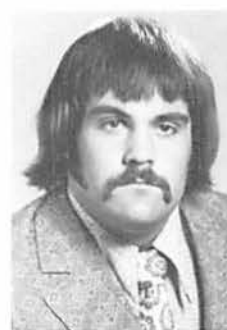
67 LAWRENCE COOLEY  
OG 6-0 240 So.



68 STEVE LINDQUIST  
OG 6-6 245 So.



69 JOHN HAVEKOST  
OT 6-4 210 So.



70 BOB LINGENFELTER  
OT 6-7 277 Sr.



71 STEVE GLENN  
OT 6-4 245 So.



72 MIKE FULTZ  
DT 6-5 275 Sr.



73 KELVIN CLARK  
OT 6-4 230 So.



74 TOM OHRT  
OT 6-4 245 So.

# CORNHUSKERS



75 RANDY POESCHL  
DT 6-8 255 So.



76 LAWRENCE HUMPHREY  
OT 6-3 226 Jr.



77 PAUL WALDERZAK  
OT 6-3 240 So.



78 STEVE HOINS  
OT 6-3 256 Sr.



80 RAY PHILLIPS  
DE 6-4 220 Sr.



81 DAVE SHAMBLIN  
SE 6-3 190 Sr.



82 REG GAST  
DE 6-3 210 Jr.



83 JOHN SELKO  
TE 6-4 212 So.



84 TIM SMITH  
SE 6-3 195 So.



86 KEN SPAETH  
TE 6-5 228 Jr.



87 ROCKE LOKEN  
SE 6-0 180 Jr.



88 MARK DUFRESNE  
TE 6-4 235 Jr.



89 CHUCK MALITO  
SE 6-2 173 Sr.



90 RANDY RICK  
DE 6-4 203 Jr.



91 RON PRUITT  
DT 6-3 247 Sr.



92 LAWRENCE COLE  
DE 6-2 203 So.



93 GORDON THIESSEN  
DE 6-1 195 So.



94 DAN BROCK  
DT 6-3 215 Sr.



95 BILL BRYANT  
DT 6-2 220 So.



96 GEORGE ANDREWS  
DE 6-4 212 So.



97 BILL BARNETT  
DT 6-5 235 So.



98 TONY SAMUEL  
DE 6-3 211 Jr.



99 MITCHELL WEBB  
MG 6-3 225 So.

# 1976 University of Nebraska Football Roster

No.	Player	Pos.	Ht.	Wt.	Age	Class	Hometown
2	Anderson, Rene	RCB	6-2	173	23	Jr.	Los Angeles, CA
96	Andrews, George	DE	6-4	212	20	So.	Omaha, NE
49	*Anthony, Monte	IB	6-3	208	19	Jr.	Bellevue, NE
97	Barnett, Bill	DT	6-5	235	20	So.	Afton, MN
47	*Belka, Jim	SLB	6-2	215	23	Sr.	Prairie Village, KS
35	Berns, Richard	IB	6-3	200	20	So.	Wichita Falls, TX
53	Bishop, Keith	OC	6-3	225	19	So.	Midland, TX
94	*Brock, Dan	DT	6-3	215	21	Sr.	Columbus, NE
95	Bryant, Bill	DT	6-2	220	20	So.	Decatur, AL
17	Burns, Ed	QB	6-2	205	21	Sr.	Omaha, NE
34	*Butterfield, Dave	LCB	5-10	182	22	Sr.	Kersey, CO
24	Cabell, Jake	LCB	6-3	200	22	Sr.	Danville, VA
37	*Carpenter, Jeff	WLB	6-1	217	21	Jr.	Council Bluffs, IA
73	Clark, Kelvin	OT	6-4	230	20	So.	Odessa, TX
92	Cole, Lawrence	DE	6-2	203	19	So.	Dayton, OH
67	Cooley, Lawrence	OC	6-0	240	21	So.	Monroe, MI
54	Cotton, Barney	OC	6-5	231	19	So.	Omaha, NE
33	*Craig, Curtis	WB	5-10	180	21	Jr.	Davenport, IA
52	*Davis, Tom	OC	6-3	232	21	Jr.	Omaha, NE
45	*Donnell, Dodie	FB	6-2	219	20	Jr.	Hackensack, NJ
88	Dufresne, Mark	TE	6-4	235	20	Jr.	Ventura, CA
50	Dunning, Bruce	LB	6-2	220	20	Jr.	Denver, CO
44	*Eichelberger, Percy	SLB	5-11	200	23	Sr.	Louisville, MS
43	*Eveland, Al	K	6-1	205	22	Sr.	Ames, NE
9	*Everett, Earl	WB	6-2	197	21	Jr.	Kansas City, MO
15	*Ferragamo, Vince	QB	6-3	208	22	Sr.	Carson, CA
16	Fischer, Tim	LCB	5-10	170	20	Jr.	Lincoln, NE
72	*Fultz, Mike	DT	6-5	275	22	Sr.	Lincoln, NE
18	Garcia, Randy	QB	6-3	192	21	Jr.	Los Angeles, CA
82	Gast, Reg	DE	6-3	210	21	Jr.	Lincoln, NE
28	*Gillespie, Dave	IB	6-0	205	21	Sr.	Saratoga, CA
71	Glenn, Steve	OT	6-4	245	20	So.	Pawnee City, NE
10	Hager, Tim	QB	6-1	178	19	So.	Lincoln, NE
48	*Hansen, Jeff	SAF	6-2	195	20	So.	Sacramento, CA
31	*Harvey, Ted	RCB	5-10	170	20	Jr.	Lexington, NE
69	Havckost, John	OT	6-4	210	19	So.	Scribner, NE
46	*Higgs, Gary	FB	6-2	220	22	Sr.	Toledo, OH
32	Hipp, Isaiah	IB	6-0	195	20	So.	Chapin, SC
78	*Hoins, Steve	OT	6-3	256	22	Sr.	Bellevue, NE
55	Horn, Rod	DT	6-4	247	19	So.	Fresno, CA
76	Humphrey, Lawrence	OT	6-3	226	21	Jr.	Sidney, NE
19	Ingram, John	SAF	5-10	160	19	So.	Omaha, NE
22	Jacobs, Thor	FB	6-2	215	18	Fr.	Cincinnati, OH
63	*Jorgensen, Greg	OG	6-2	235	21	Jr.	Minden, NE
64	Kroneberger, Jon	OT	6-5	251	20	So.	Salina, KS
36	Kujath, Kim	FB	5-11	215	20	Jr.	Fairbury, NE
38	Kunz, Lee	SLB	6-3	206	19	So.	Lakewood, CO
26	Lee, Jeff	SE	6-2	190	21	So.	Racine, WI
65	Lee, Oudious	MG	6-1	218	20	So.	Omaha, NE
6	Lehigh, Pat	LCB	5-10	175	20	So.	Lincoln, NE
39	*Lessman, Randy	P	6-3	205	22	Sr.	Sioux City, IA
68	*Lindquist, Steve	OG	6-6	245	20	So.	Minneapolis, MN
70	*Lingenfelter, Bob	OT	6-7	277	22	Sr.	Plainview, NE
87	Loken, Locke	SE	6-0	180	21	Jr.	Littleton, CO
89	*Malito, Chuck	SE	6-2	173	22	Sr.	Lakewood, CO
56	Markus, Steve	SLB	6-0	215	21	Jr.	Kearney, NE
74	Ohr, Tom	OT	6-4	245	20	So.	Millard, NE
13	Payne, Dennis	SAF	6-1	183	20	So.	Lincoln, NE
80	*Phillips, Ray	DE	6-4	220	22	Sr.	Milwaukee, WI
61	*Pillen, Cletus	SLB	6-0	206	22	Sr.	Monroe, NE
29	Pillen, Jim	MON	6-0	185	20	So.	Monroe, NE
75	Poeschl, Randy	DT	6-8	255	20	So.	Fremont, NE
91	*Pruitt, Ron	DT	6-3	247	22	Sr.	Compton, CA
66	*Pullen, Jeff	MG	6-0	215	21	Jr.	Central City, NE
90	Rick, Randy	DE	6-4	203	21	Jr.	Dubuque, IA
27	Ridder, Tom	DE	6-3	205	20	So.	West Point, NE
98	*Samuel, Tony	DE	6-3	211	20	Jr.	Jersey City, NJ
51	*Schmidt, Dan	OG	6-2	222	22	Sr.	North Platte, NE
83	Selko, John	TE	6-4	212	20	So.	Lincoln, NE
81	*Shamblin, Dave	SE	6-3	190	22	Sr.	LaVerne, CA
23	*Smith, Kent	MON	6-1	196	20	Jr.	Thief River Falls, MN
84	Smith, Tim	SE	6-3	195	19	So.	Chula Vista, CA
12	Sorley, Tom	OB	6-2	201	20	So.	Big Spring, TX
86	*Spaeth, Ken	TE	6-5	228	21	Jr.	Mahnomen, MN
58	Steiner, Dan	OG	6-2	233	19	So.	Columbus, NE
40	Steward, Keith	FB	5-11	205	18	So.	Steubenville, OH
30	Stewart, Byron	IB	6-1	190	20	So.	Oxen Hill, MD
5	Stovall, Rod	PB	5-11	170	21	Jr.	Bellevue, NE
3	Sukup, Dean	K	6-1	210	19	So.	Cozad, NE
93	Thiessen, Gordon	DE	6-1	195	19	So.	Lincoln, NE
8	*Thomas, Bobby	SE	5-8	162	21	Sr.	Bridgeport, PA
4	*Valasek, Larry	SAF	5-10	166	21	Jr.	Silver Creek, NE
1	VanderMeer, Ron	K	5-11	200	22	Sr.	Tracy, CA
25	Vanous, Russ	P	6-3	212	21	Jr.	Fairbury, NE
57	Vering, Tom	WLB	6-2	200	19	So.	Fremont, NE
62	*Waldemore, Stan	OG	6-4	246	21	Jr.	Belleville, NJ
77	Walderzak, Paul	OT	6-3	240	20	So.	Saginaw, MI
7	Walton, Darrell	WB	5-9	165	21	So.	Omaha, NE
42	Washington, Mike	FB	5-11	212	19	So.	Lincoln, NE
99	Webb, Mitchell	MG	6-3	225	20	So.	Redding, CA
42	Weinmaster, Kerry	MG	6-0	190	19	Fr.	North Platte, NE
59	*Wightman, Jim	WLB	6-3	219	21	Jr.	Omaha, NE
41	Williquette, Jim	RCB	5-9	165	20	So.	Green Bay, WI
14	Young, Larry	MON	6-1	208	22	So.	Jersey City, NJ
21	Zabrocki, Dale	IB	5-9	185	21	Jr.	Bellevue, NE

\* Letters earned





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**LISCO** Olson Insurance Agency  
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Harr Insurance Agency  
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Noll Agency  
Remington Insurance Agency  
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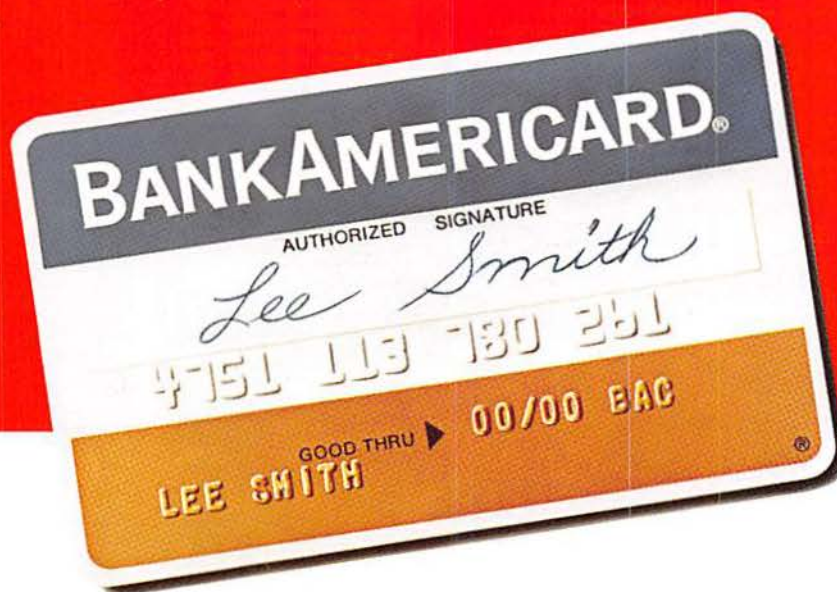
**OCOTO** Devine Insurance Agency  
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**W**hatever else may be said about the Wishbone formation in college football, there is no denying the success that teams are having with it.

In 1975, for example, there were 134 major colleges playing football and only 17 used the Wishbone. But the "Bones" enjoyed a degree of success that saw them lead the field by more than 100 percentage points.

The Wishbone teams compiled a winning percentage of .621 last year, compared with .497 by the I squads, .491 by the Veer, .477 by the Pro Set, and .479 by teams lumped in a group called "others."

Those 17 "Bones" connected to the .621 percentage included national champion Oklahoma and such powers as Texas, Alabama, Texas A. & M., and Kansas.

ahead of the two halfbacks and it gives the appearance of a Y, or the bone you break after your Thanksgiving dinner.

While some maintain that the Wishbone was invented by a high school coach in Dallas, the formation was popularized at the University of Texas by Coach Darrell Royal and assistant Emory Bellard, now head coach at Texas A. & M.

"Royal was a split T quarterback at Oklahoma and always liked it," explained Jones Ramsey, Longhorn sports information director. "But the defense finally caught up with that. We went to the I formation for two or three years because of John McKay's success with it at USC."

"It was the summer of 1968 that Royal and Bellard were toying with the idea of returning to some form of the split T option. They considered the Houston Veer, but that offense didn't have a lead blocker and Darrell wanted a lead blocker. Houston put two backs behind the center and the other one split wide for a better passing game."

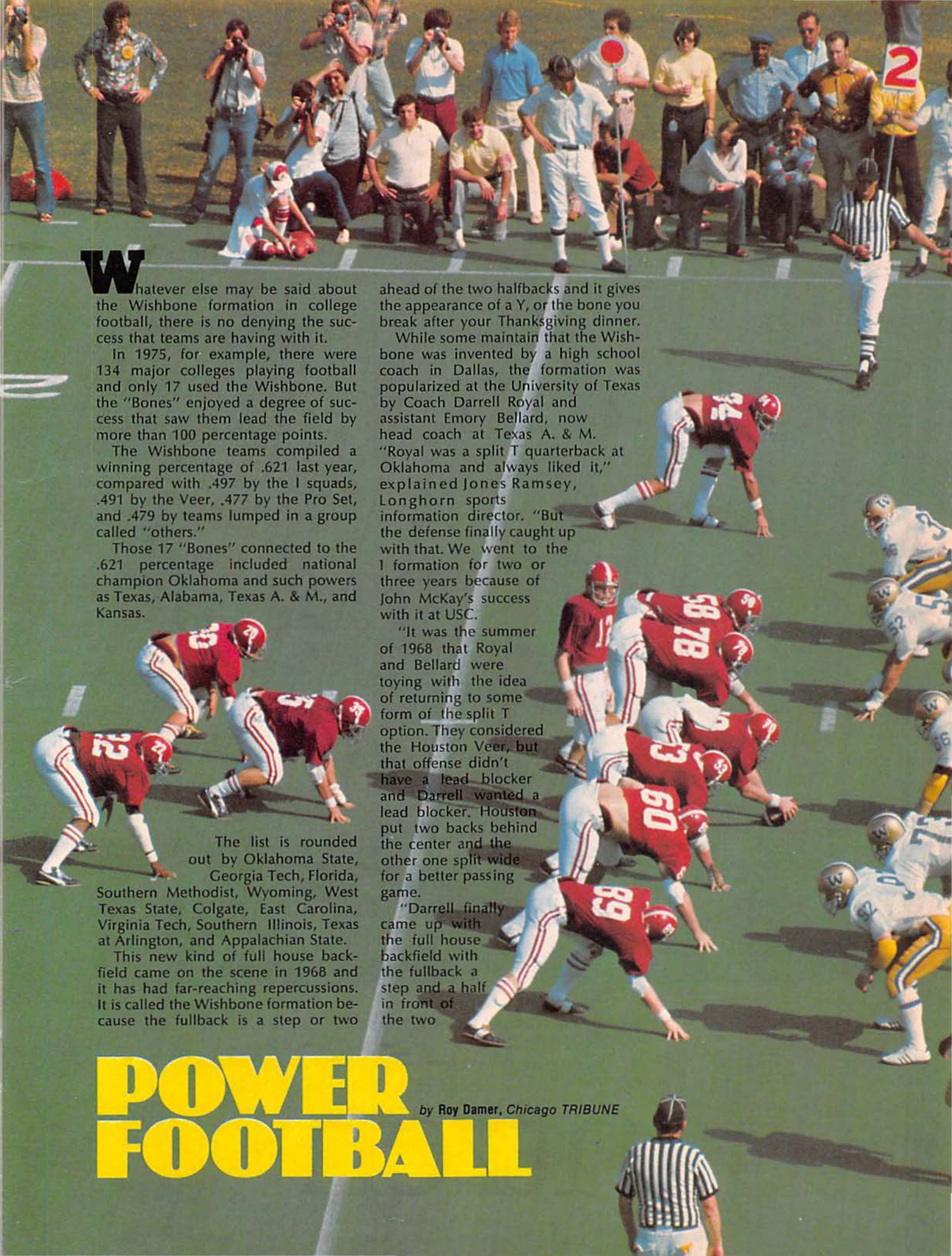
"Darrell finally came up with the full house backfield with the fullback a step and a half in front of the two

The list is rounded out by Oklahoma State, Georgia Tech, Florida, Southern Methodist, Wyoming, West Texas State, Colgate, East Carolina, Virginia Tech, Southern Illinois, Texas at Arlington, and Appalachian State.

This new kind of full house backfield came on the scene in 1968 and it has had far-reaching repercussions. It is called the Wishbone formation because the fullback is a step or two

# POWER FOOTBALL

by Roy Damer, Chicago TRIBUNE







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halfbacks," continued Ramsey. "In our first games with the Wishbone, we tied Houston, lost to Texas Tech, and then started a 30-game winning streak against Oklahoma State. In those three games, the fullback was too close to the line to do much good.

"Against Oklahoma, we moved fullback Steve Worster back a step and we came of age, driving 80 yards in the last 2 minutes to gain a come-from-behind victory. James Street took over at quarterback after our loss to Texas Tech and he never lost a game."

The Wishbone was an immediate success.

"After beating Tennessee in the 1969 Cotton Bowl," related Ramsey, "we had over 130 coaches at our spring practice . . . they were stacked three deep and it was hard for our coaches to coach because of the interest in it."

The Wishbone is a triple-option offense with anybody in the backfield likely to carry the ball.

"The quarterback calls the option in the huddle and nobody knows who will end up with the ball," explained Ramsey. "The first option is to the fullback depending on how the tackle reacts. If the tackle goes for the fullback, the quarterback keeps.

"If the tackle stays put or drops back, the quarterback gives to the fullback. If the quarterback keeps, his next option depends on the defensive end. If the end goes for the pitch man (halfback), the quarterback keeps. If the end goes after the quarterback, he pitches to the halfback.

"What makes our Wishbone so successful," continued Ramsey, "is that Royal stays ahead of the defense . . . he puts little wrinkles in all the time. For instance, optional blocking is one thing that has made it work so well.

"Ten years ago, if a coach said he could run at the heart of the defense and not block anybody, they would have him committed. In our Wishbone, we run at the heart of the defense and don't block either the tackle or end."

There are many coaches who disdain the Wishbone. "The idea of not blocking somebody," says Iowa's Bob Commings, "is repugnant to me."

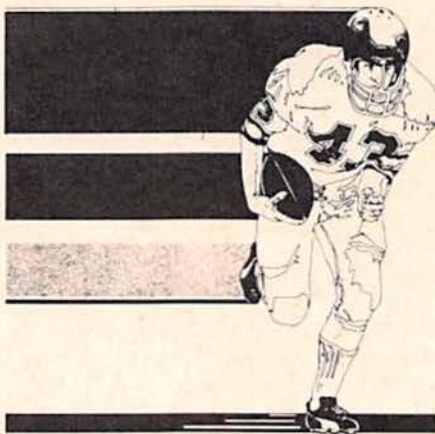
Alabama switched to the Wishbone just before the 1971 season.

"We had Johnny Musso returning and he was truly a great college back," explained Charley Thornton, Alabama's assistant athletic director. "We

also had a QB named Terry Davis who couldn't pass, but was quick and slick.

"Our first game was against Southern Cal in LA. They had whipped us 42-21 the year before and had most of the crowd back. We beat them 17-10. I'm sure they overlooked us some after the year before when they came back to fight the Civil War. Anyway, the Wishbone was a big success right off the bat for us.

"We went 11-0, but lost to Nebraska 38-6 in the Orange Bowl," continued Thornton. "We were strictly vanilla back then . . . meaning 90 per cent full house. We couldn't throw. Then we started using two wide receivers and found it was the greatest thing in the world because in order to defense the



running game, pass defense became a one-on-one thing. We used to work for hours in practice when we were a pro set team just trying to get single coverage, and here with the Wishbone it was handed to us.

"Ours now is a blend of the Wishbone and Veer. Coach (Bear) Bryant probably has done more with the Wishbone along the lines of pass formations, etc., than anyone else. The key to the Wishbone is that the halfbacks must be good blockers. You need to be strong up the middle at center and guard because a good nose guard can take away the middle and make it easier to defense. That is what happened to us so badly with Rich Glover (Nebraska)."

Thornton is sold on the Wishbone. "As to whether or not it is a better formation," he commented, "all I can say is that we've won 53 of 55 regular season games with it, have won five consecutive Southeastern Conference championships, and if you look at the

pros and believe that it means something, we don't have many guys up there. So the formation and coaching must have something to do with it."

Depending upon how you run it, the Wishbone can be either a power or finesse offense. Bud Moore went from Alabama to Kansas and installed the Wishbone because he had good backs, but a questionmark line.

"He went to it because it was a finesse offense and you don't need a lot of overpowering blocking," said Don Baker, Kansas sports information director. "We were predicted for seventh or eighth in the Big Eight, finished fourth, and went to a bowl game."

In his first two years at Kansas, Nolan Cromwell was a defensive back. Moore switched him to quarterback in the Wishbone, and Cromwell responded by rushing for 1,124 yards, third highest by a quarterback in NCAA history. In his first start against Oregon State, he set the NCAA single-game record with 294 yards . . . and not even Kansas great Gale Sayers did that.

The Wishbone is a great running formation, but sometimes defenses gang up on it and adjustments have to be made. "Missouri shut down Alabama's Wishbone in a season opener," related Baker, "but Kansas made 556 yards against Missouri. We put Bill Campfield in motion on every play, and that took out their cornerback. We double-teamed their nose guard and tackle, and that left the gap wide open because the linebacker moved to guard the pitch man. We had nine plays over 20 yards and fullback Dennis Wright said: 'Once I passed the line of scrimmage, I had to look for someone to tackle me.'"

Baker pointed out that Kansas "runs the pure Wishbone where everything is based strictly on 'read.' Oklahoma runs the pre-conceived Wishbone where the play is called in the huddle. Their Wishbone is more power than ours, and they have the offensive line they can do it with."

Why even hold a huddle if a team is running the pure Wishbone and the quarterback will run the triple option? First, for snap count. Second, just in case you decide to throw an occasional pass.

"For the Wishbone to be effective," says John Keith, sports information director at Oklahoma, "you must first have a quarterback with good running

continued on 10t



# THE BIG 8 FOOTBALL COACHES

## **BUD MOORE**, *University of Kansas*

The accomplishments of 36-year old rookie coach Bud Moore in his first year at Kansas reads like an improbable success story. The results of the program he instituted after taking over a team that had finished 4-7 overall, thereby earning the dubious distinction of being the Big Eight's "most disappointing," was nothing short of phenomenal.

The rigid maxims Moore slowly implemented resulted in an atmosphere of team unity and a highly disciplined and regimented group of outstanding young players. A landslide winner for Big Eight Coach-of-the-Year honors, he guided the youth-dominated Jayhawks to a 4-3 conference finish, and the distinction of now being called the league's "most surprising" team.

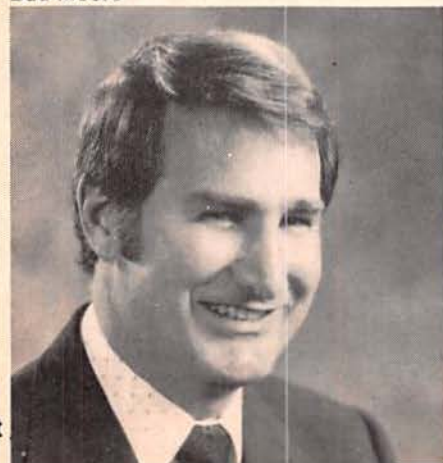
Although most of this credit should go to Coach Moore, he attributes KU's success in 1975 to the cooperation of several young players and to his very aggressive coaching staff.

## **ELLIS RAINSBERGER**, *Kansas State*

Two important characteristics of a successful football coach are the ability to demand and get 100 percent cooperation from his team, and a dogged determination to make it all work. These are the outstanding attributes of former athlete and coach Ellis Rainsberger of Kansas State.

The red-haired, 43 year old Rainsberger was born in East St. Louis, Illinois. In 1958 he received his degree in physical education at Kansas State where he played center, guard and tackle, serving as captain of the 1956 and 1957 Wildcats and winning All-Conference honors both years. As impressive is his selection in 1957 to the Academic All-

**Bud Moore**



**Ellis Rainsberger**

American team.

His coaching experiences include assistant positions at Kansas and Drake, and head coaching jobs at Washburn and Southern Illinois.

## **BARRY SWITZER**, *University of Oklahoma*

In the three years Barry Switzer has been head coach at Oklahoma, the Sooners have won two national championships.

Oklahoma's almost perfect record—32-1-1 under the guidance of the amiable 37-year old mentor is phenomenal, considering that no major college head coach facing formidable weekly Big Eight Conference opposition has ever matched that feat.

In Barry's second year, the Sooners grabbed their first National Championship since 1956, with a perfect 11-0 record. After the season, Barry was named Coach of the Year by the Walter Camp Football Foundation, the Washington Pigs Club, Football News, Sporting News and Playboy Magazine; Big Eight Coach of the Year by Associated Press and United Press International. When OU defeated Michigan in the 1976 Orange Bowl, the Sooners were again named national champs and Barry's fame was assured.

Barry came to Oklahoma in 1966 as offensive line coach by way of Arkansas



**Barry Switzer**



**Tom Osborne**

where he played linebacker and center. He took over as head coach in 1973 when Chuck Fairbanks left to manage the New England Patriots.

## **TOM OSBORNE**, *University of Nebraska*

Tom Osborne heads into his fourth season as the head coach of the Nebraska Cornhuskers, firmly established as one of the outstanding young coaches in the United States.

In three seasons, Osborne has skippered the Huskers to a sparkling 29-7-1 record, three Top 10 finishes and two major bowl victories.

Osborne, a former star quarterback from Hastings College, logged pro time with the Washington Redskins and San Francisco 49ers before joining the Cornhuskers as an assistant coach in 1962. In

continued on 9t



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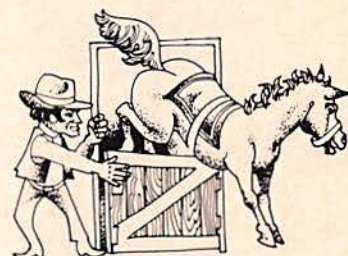
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**15. Buy insurance from an agent who's not just a company man.** A local independent agent, who represents many companies and sells many different insurance plans, may be able to get you a better deal. Because independents are free to sell you what's best for you. And get you the best value to boot.

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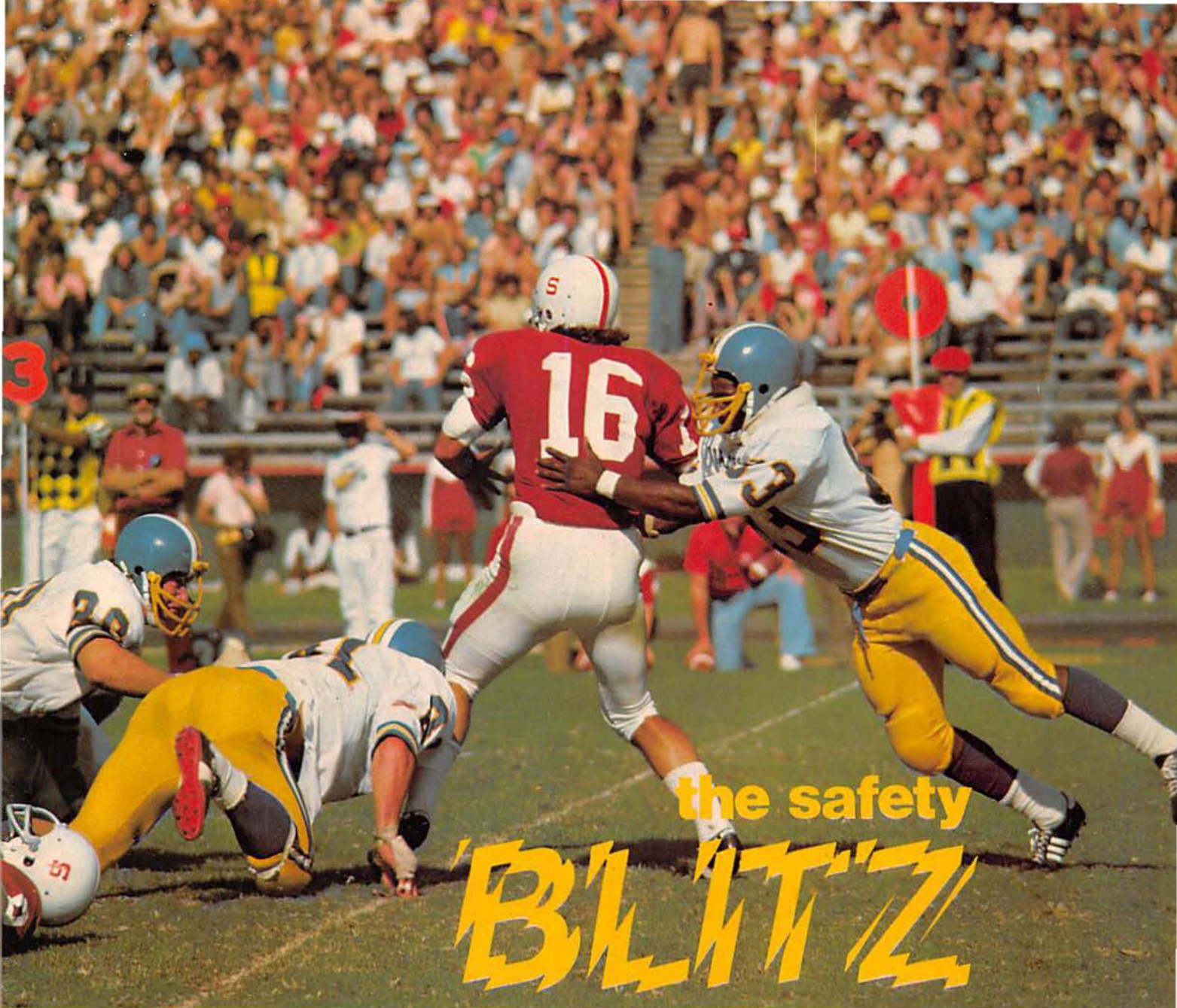


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The safety blitz can only be accomplished by a well practiced defense. The object is to catch the opposing quarterback in his own territory.

by Pete Finney, New Orleans STATES ITEM

**T**iger Stadium was rocking. More and more, it looked like LSU, a three-touchdown underdog, might pull the rug from under fifth-ranked Alabama.

Bear Bryant's Crimson Tide was clinging to a 17-10 lead late in the third period when the Tigers brought the sellout crowd of 68,000 to its feet for what appeared to be a make-or-break decision.

LSU faced a fourth-and-goal at the Bama four-yard-line. With Tiger juices flowing, coach Charley McClendon

elected to pass up a field goal and go for the touchdown. Whereupon Bama decided to meet gamble with gamble.

LSU's call was a pass off of play-action, one in which the Tigers sent only one receiver, a split end, down-and-out to the left. Alabama's call was a safety blitz.

Roaring in from the strong side, to the right of quarterback Pat Lyons, came Alan Pizzitola. Although slowed briefly by the play-action fake, Pizzi-

tola recovered in time to hit Lyons' arm as he released the football.

A spiral became a knuckle ball. A touchdown—the split end had easily beaten one-on-one coverage on the weak side—became an interception, one Bama used to set up a field goal on its way to a 23-10 victory.

In the dressing room, both coaches agreed the successful blitz by Pizzitola was the turning point. Although Bama had blitzed its strong safety five times against LSU, it was effective

continued on 12t



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1965 he received his Ph.D. in Educational Psychology and elected football coaching as a career.

After serving 11 years on Bob Devaney's staff where he headed the passing game and coached the receivers, Osborne succeeded Devaney as head coach in 1973 and became the first coach in Nebraska history to take his team to a major bowl (Cotton) in his first year.

## **BILL MALLORY**, *University of Colorado*

When 39-year old Bill Mallory took the reins as head coach at the University of Colorado in January 1974, he had run up an outstanding record in five seasons at Miami of Ohio, the school dubbed the "Cradle of Coaches" for its history of having turned out so many coaching greats, among them Ara Parseghian and Jonny Pont under whom he had played during his varsity years at Miami.

After graduation from Miami in 1957, Mallory started his coaching career in earnest—at Ohio State under Woody Hayes and at Yale in 1966 under another Miami product, Carmen Cozza. He was named head coach at Miami in 1969 and while there, four out of his five teams finished in the top six nationally in total defense.

A tough, dedicated individual who

**Bill Mallory**



**Earle Bruce**



treats his men as individuals, Bill is an admitted advocate of the strong defense, an area that he stresses in coaching.

## **EARLE BRUCE**, *Iowa State*

Iowa State Head Football Coach Earle Bruce is in his fourth year in the Big Eight Conference, making him one of the "elder statesman" among league coaches.

The first three years have been a mixture of joy and disappointment with a record of 12-21. The Cyclones tied their longest winning streak since 1960 in 1975, and a beautiful, new stadium was dedicated. Yet narrow losses have stymied some of the progress and Bruce hopes the experience of his 1976 team will get the Cyclones over the hump.

Bruce coached one year at Tampa, going 10-2 with a bowl victory, before coming to Iowa State in 1973.

Prior to that he had been an assistant at Ohio State since 1966 and had been one of the most successful prep coaches in Ohio history, three times being named the state's top coach.

He is a 1953 graduate of Ohio State and a native of Cumberland, Md. He holds a masters degree from Kent State.

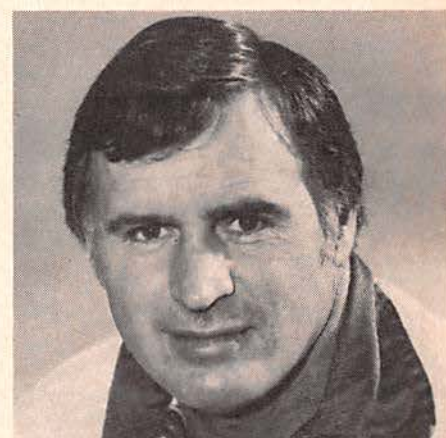
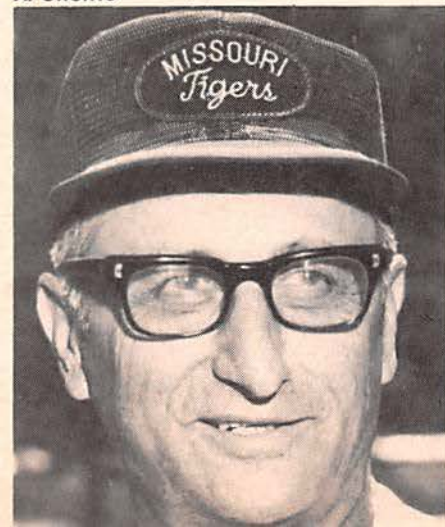
## **AL ONOFRIO**, *University of Missouri*

Al Onofrio starts his sixth season as head football coach at the University of Missouri this fall—after spending 21 years as an assistant coach at Arizona State and Missouri.

Onofrio's 28-29 career record at Mizzou has been embellished by notable upsets, especially two shockers. The 1972 Tiger team jolted seventh-ranked Notre Dame, 30-26, at South Bend—and Mizzou's 1975 team launched the season with a stunning 20-7 win over Alabama, the Tide's only loss.

The 1972 Tigers earned a Fiesta Bowl invitation, and the '73 team went to the

**Al Onofrio**



**Jim Stanley**

Sun Bowl. Onofrio was named the Big Eight's Coach-of-the-Year in 1972.

Al came to Mizzou with Dan Devine in 1958, and was long regarded as the architect of Missouri's always-rugged line play. He succeeded Devine as head coach in 1971.

A native of Los Angeles, Calif., Mizzou's 55-year-old coach played halfback for Arizona State, and won All-Border Conference honors in 1942. He received a degree in Education from ASU in 1943—and later became a Sun Devil assistant coach for five years before joining Devine's staff here in 1955.

## **JIM STANLEY**, *Oklahoma State*

After only three years as head coach at Oklahoma State, Jim Stanley has Cowboy grid fortunes looking brighter than they have in over three decades. He's already taken the Pokes to their first bowl game in 17 years and has won more games (19) than any previous OSU mentor except Lynn Waldorf (also 19) had in his initial three campaigns.

Stanley has proven innovative as he's patched an injury riddled offense the past two seasons into one of the best in the Big Eight. He junked the highly successful wishbone offense in favor of the slot-I in 1975, and watched running backs Terry Miller and Robert Turner combine for over 2,000 yards. This year he's put even more explosive potential into the Cowboy attack by installing the veer.

A graduate of Texas A&M, Stanley coached at SMU and Texas-El Paso before coming to OSU as defensive coordinator for six years. He left for the Naval Academy, then coached at Winnipeg of the Canadian Football League before returning to O-State as defensive coordinator in 1972. He moved up to the head chair in '73 and has been there since.



ability. He also must have durability—he gets hit hard after he pitches to the trailing halfback and also when he carries himself—and be able to throw adequately. You don't pass much out of the Wishbone, but he'll throw a high-percentage pass—one that's attempted when the enemy throws everybody up to the line of scrimmage to guard against the run, leaving the receivers open.

"Your halfbacks must have break-away speed and be able to run inside and outside. They must be good blockers because blocking on the corners is an absolute must on wide plays. Joe Washington was the best blocking back I've seen in college football and he enabled our other halfbacks to gain good yardage.

"The fullback is usually a bigger person than the halfbacks, but he, too, needs quickness and speed. Our fullbacks hit the line of scrimmage so quickly that despite the fact they'll get caught often, they'll still gain good yardage first. And the fullback must be a good blocker because that's what he's doing most of the time.

"The Wishbone requires quickness from everybody," continued Keith. "Your linemen need to be fast and mobile, and size is a major requirement.

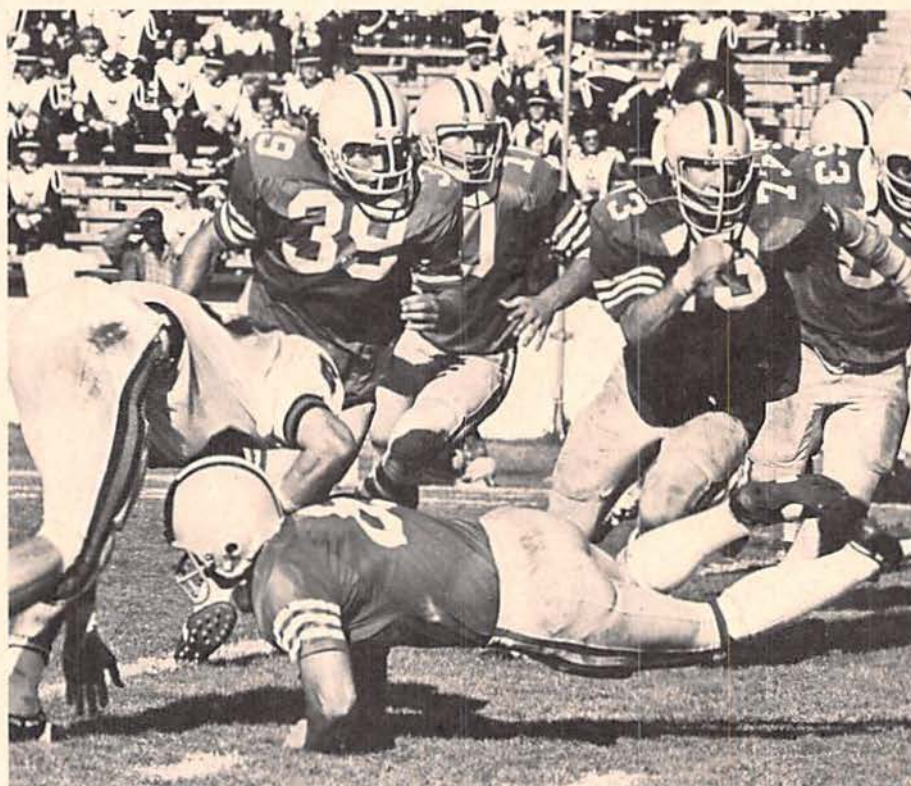
"The day is over when you can line up with light, quick folks in college football. Alabama was the last team to discover that. We learned our lesson back in 1966 when Notre Dame buried us with big, quick people."

There are some interesting statistics connected with the Wishbones. Final 1975 NCAA statistics show that:

The Bones averaged 279.7 yards rushing per game; the rest of the nation, 194.2. They averaged 4.65 yards per rush; the rest, 3.82. They averaged 24.3 points; the rest, 19.5. Although they didn't pass as much, the Bones still averaged 355.5 yards per game total offense, compared with 319.6 for the remainder of the country.

But the total offensive championship went to a pro set team. California had a beautifully balanced attack which amazingly piled up 2,522 yards rushing and 2,522 yards passing.

One rap against the Wishbone is that it leads to so many fumbles, with nobody knowing exactly where the ball will go, plus any indecision on the quarterback's part. But in 1975, the Bones lost one fumble every 30.4 rushing plays, just a little worse than the national average of 31.0. They had



One certain play for any power football text is the power sweep utilizing two or more linemen leading the charge.

one interception every 13.9 passes, a little worse than the national average, but when you put them together, the Bones had one turnover every 25.8 plays, better than the rest of the nation's 24.4.

But if you put everything into a computer, you'd probably find it didn't matter what formation you used. The team with the best personnel and execution is going to win. Alabama, Texas, Oklahoma, and those folks are going to win even if they run out of the single wing formation.

"The Wishbone isn't the ground gaining formation it was three years ago because defenses are gaining," says Oklahoma's Keith. "But if we have better players or more talent than the next guy—which has been the case the last four years—then no matter what we run, we're the favorites."

Another full house formation, while not used nearly as extensively as the Wishbone, is still in operation in Columbus, Ohio.

Ohio State doesn't employ the full house T as its regular offense, but when the Buckeyes get inside the enemy's 10-yard line (and that's often) or in short yardage situations out on the field (such as third and 2) they go into it.

Coach Woody Hayes affectionately calls it his "high button shoe" or "robust" offense. It is simple, basic, and power football. Most of the time the fullback gets the ball and runs off tackle.

This is Hayes' favorite maneuver, and he has turned out more star fullbacks and offensive tackles than perhaps anyone in college football history. While it isn't too imaginative, it certainly is effective.

For example, Buckeye fullback Pete Johnson led the nation in scoring in 1975 with 25 touchdowns, the second best mark in NCAA annals.

"To my knowledge," said quarterback Coach George Chaump, "Ohio State stands alone in scoring percentage inside the 10-yard line. I would estimate we've been successful well over 90 per cent of the time in the eight years I've been associated with Woody."

Hayes likes to chide people who put down his "robust" offense as being nothing more than a fullback attack. "Everybody knows the fullback gets the ball down there (inside 10)," Woody says with a smirk on his face, "and that's why Cornelius (quarterback Greene) gets so many touchdowns."



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## Mr and Mrs 'T' Margarita mix

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## Mr and Mrs 'T' Whiskey Sour mix

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just one time, but once was enough.

Actually, you don't hear that much about blitzing safeties in college football. The pros made it popular. Although it was used frequently by the old Boston Patriots of the AFL, the St. Louis Cardinals and free safety Larry Wilson later captured most of the ink when instant replays of the Cards' defensive back blowing in down the middle, and nailing the quarterback, made him some kind of folk hero.

It's easy to see why the pros use it more. They have an idea where the quarterback will be. In college, so far as the QB goes, it's more of an East-West situation rather than drop-back.

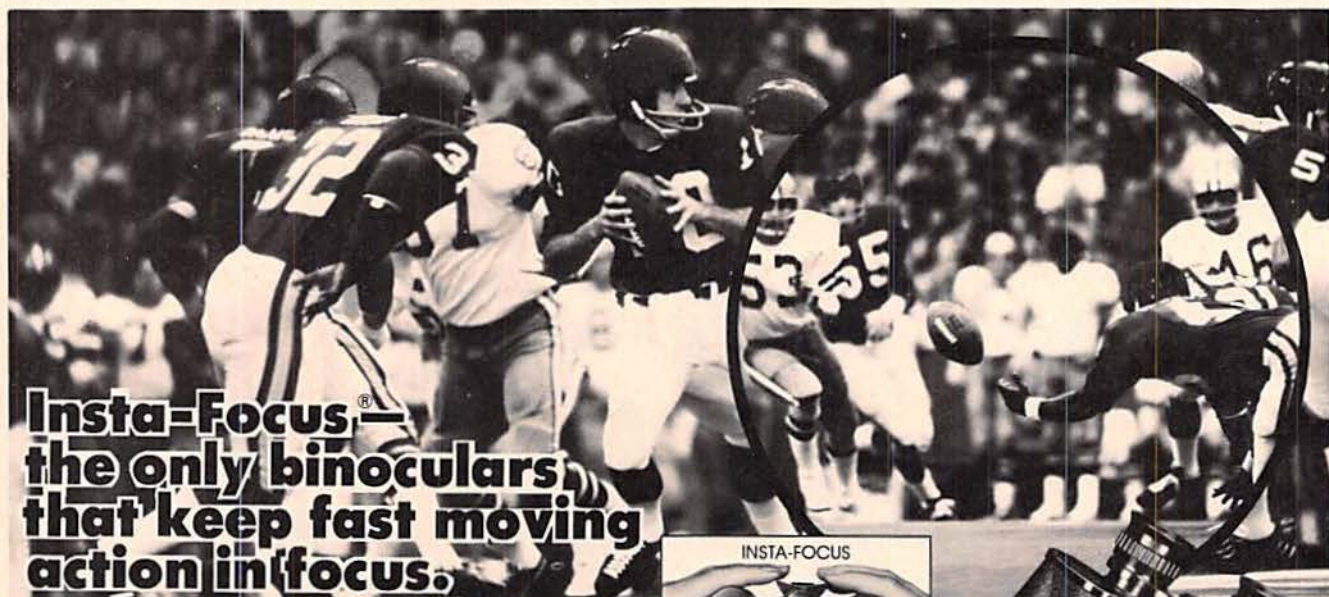
Still you have some college teams relying on a weak, or free, safety blitz when the enemy has the ball inside the defensive club's 40-yard-line. The feeling is the defense must give

the offense a bad play on one of four downs. On second and medium yardage, the defense might elect to send eight and hold three—the two corners and the strong safety. It's a stunt that can be effective on outside runs and passes. On the stunt maneuver both defensive ends are responsible for containment. The end on the strong side is also responsible for the third receiver strong, the end on the weak side for the second receiver weak. The weak safety comes through the center-guard gap on the weak side of the formation. The corners and strong safety play man-to-man on their respective receivers.

Another stunt, more widely employed, is the strong-safety fire, which is used as much to contain the run as to get to the quarterback. Some teams consider it a good third-down-medium-yardage defense. It gives the defense added pressure coming from

the big part of the field. On this one skilled maneuver, the strong safety is brought to the line of scrimmage and sent right to the QB. The end and tackle to the side of the call slant hard to the inside, while the linebacker on the side of the call moves outside and has containment responsibility. The secondary covers man-to-man with the help of the weakside linebacker.

Blitzing a weak safety, for obvious reasons, can be a feast-or-famine maneuver and some cheating is required. Usually, the normal alignment of 10 yards deep is too deep to blitz effectively. To disguise this type of blitz, a defense will walk its free safety up five yards, and then back to the regular 10, before the snap. If this is done several times in the course of a game, it will create the proper climate when the blitz call comes. Then there is no retreat.



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# NEBRASKA

## OFFENSE

86	Ken Spaeth*	TE
70	Bob Lingenfelter**	LT
51	Dan Schmidt**	LG
52	Tom Davis*	C
63	Greg Jorgensen*	RG
78	Steve Hoins**	RT
8	Bobby Thomas**	SE
15	Vince Ferragamo*	QB
49	Monte Anthony**	IB
45	Dodie Donnell*	FB
81	Dave Shamblin**	WB

## DEFENSE

80	Ray Phillips*	LE
91	Ron Pruitt**	LT
66	Jeff Pullen*	MG
72	Mike Fultz**	RT
98	Tony Samuel*	RE
61	Clete Pillen**	SLB
59	Jim Wightman*	WLB
23	Kent Smith*	MON
34	Dave Butterfield**	LCB
31	Ted Harvey*	RCB
4	Larry Valasek*	SAF

\* Denotes letters earned

## NUMERICAL ROSTER

1	VanderMeer, K	50	Dunning, LB
2	Anderson, RCB	51	Schmidt, OG
3	Sukup, K	52	Davis, OC
4	Valasek, S	53	Bishop, OC
5	Stovall, DB	54	Cotton, OC
6	Lehigh, DB	55	Horn, DT
7	Walton, WB	56	Markus, LB
8	Thomas, SE	57	Vering, LB
9	Everett, WB	58	Steiner, OG
10	Hager, QB	59	Wightman, LB
12	Sorley, QB	61	C. Pillen, LB
13	Payne, S	62	Waldemore, OG
14	Young, DB	63	Jorgensen, OG
15	Ferragamo, QB	64	Kroneberger, OT
16	Fischer, DB	65	Lee, MG
17	Burns, QB	66	Pullen, MG
18	Garcia, QB	67	Cooley, OG
19	Ingram, DB	68	Lindquist, OG
22	Jacobs, FB	69	Havekost, OT
21	Zabrocki, IB	70	Lingenfelter, OT
23	K. Smith, Mon.	71	Glenn, OT
24	Cabell, DB	72	Fultz, DT
25	Vanous, P	73	Clark, DT
26	Lee, SE	74	Oehrt, OT
27	Ridder, DE	75	Poeschl, DT
28	Gillespie, IB	76	Humphrey, OT
29	J. Pillen, Mon.	77	Walderzak, OT
30	Stewart, IB	78	Hoins, OT
31	Harvey, CB	80	Phillips, DE
32	Hipp, IB	81	Shamblin, SE
33	Craig, WB	82	Gast, DE
34	Butterfield, CB	83	Selko, TE
35	Berns, IB	84	T. Smith, SE
36	Kujath, IB	85	B. Horn, TE
37	Carpenter, LB	86	Spaeth, TE
38	Kunz, LB	87	Loken, SE
39	Lessman, P	88	Dufresne, TE
40	Steward, FB	89	Malito, SE
41	Williquette, DB	90	Rick, DE
42	Weinmaster, MG	91	Pruitt, DT
43	Washington, FB	92	Cole, DE
44	Eveland, K	93	Thiessen, DE
45	Eichelberger, LB	94	Brock, DT
46	Donnell, FB	95	Bryant, DT
47	Higgs, FB	96	Andrews, DE
48	Belka, LB	97	Barnett, DT
49	Hansen, S	98	Samuel, DE
	Anthony, IB	99	Webb, MG

## OFFICIALS

Referee—John R. Overby (Not Attached);  
 Umpire—Jack Smalley (Alabama); Lines-  
 man—Frank Ellis (Denver); Line Judge—  
 A. C. Lambert, Sr. (Mississippi); Field  
 Judge—John Foster (North Carolina St.);  
 Back Judge—Alabama Glass (Colorado).

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 no matter what makes for the



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good times...Coke adds life.



## MIAMI

### OFFENSE

83	Mike Adams*	SE
78	Bob O'Gara*	LT
67	Frank Makarevich**	LG
66	Mike White*	C
63	Steve Golding**	RG
72	Larry Brown*	RT
86	Charlie Claud*	TE
17	E. J. Baker	QB
47	Ottis Anderson*	IB
45	Ray Ganong*	FB
20	Larry Cain***	WB

### DEFENSE

90	Glenn Hill*	LE
73	Eddie Edwards**	LT
79	Don Latimer**	NG
77	Dennis Breckner**	RT
39	George Halas*	RE
36	Gregg Wallick**	LB
38	Earl Monroe*	LB
29	Eldridge Mitchell***	LCB
35	Willie Jenkins**	MON
31	Bryan Ferguson*	S
26	John Turner*	RCB

\* Denotes letters earned

### NUMERICAL ROSTER

4	Dennis, K	47	Anderson, TB
5	Miranda, K	48	Stanley, LB
7	Mason, QB	54	Miller, C
11	Glover, QB	57	Boyle, C
12	Selmer, PK	58	Sedley, OT
13	Palmer, DB	63	Golding, OG
14	Azrak, DB	64	Standifer, OG
15	Matthews, DB	65	Monroe, OG
17	Baker, QB	66	White, C
18	Bettencourt, DB	67	Makarevich, OG
20	Cain, WB	68	Bloxson, OT
23	Tokarski, SE	71	Fenton, C-OT
24	Nixon, WB	72	Brown, OT
26	Turner, DB	73	Edwards, DT
27	Morgan, IB	75	Smith, DT
29	Mitchell, DB	76	Evans, DT
30	Roberts, LB	77	Breckner, DT
31	Ferguson, DB	78	O'Gara, OT
34	Cosden, LB	79	Latimer, MG
35	Jenkins, DB	81	deShaw, TE
36	Wallick, LB	83	Adams, SE
37	Valerio, DB	84	Jackson, TE
38	Monroe, LB	85	Maler, DE
39	Halas, DE	86	Claud, TE
41	Johnson, IB	88	August, SE
43	Bennett, FB	90	Hill, DE
45	Ganong, FB	91	Walker, DT
46	Timmons, FB	94	Wilson, DE
		96	McGriff, DE
		98	Browning, DT

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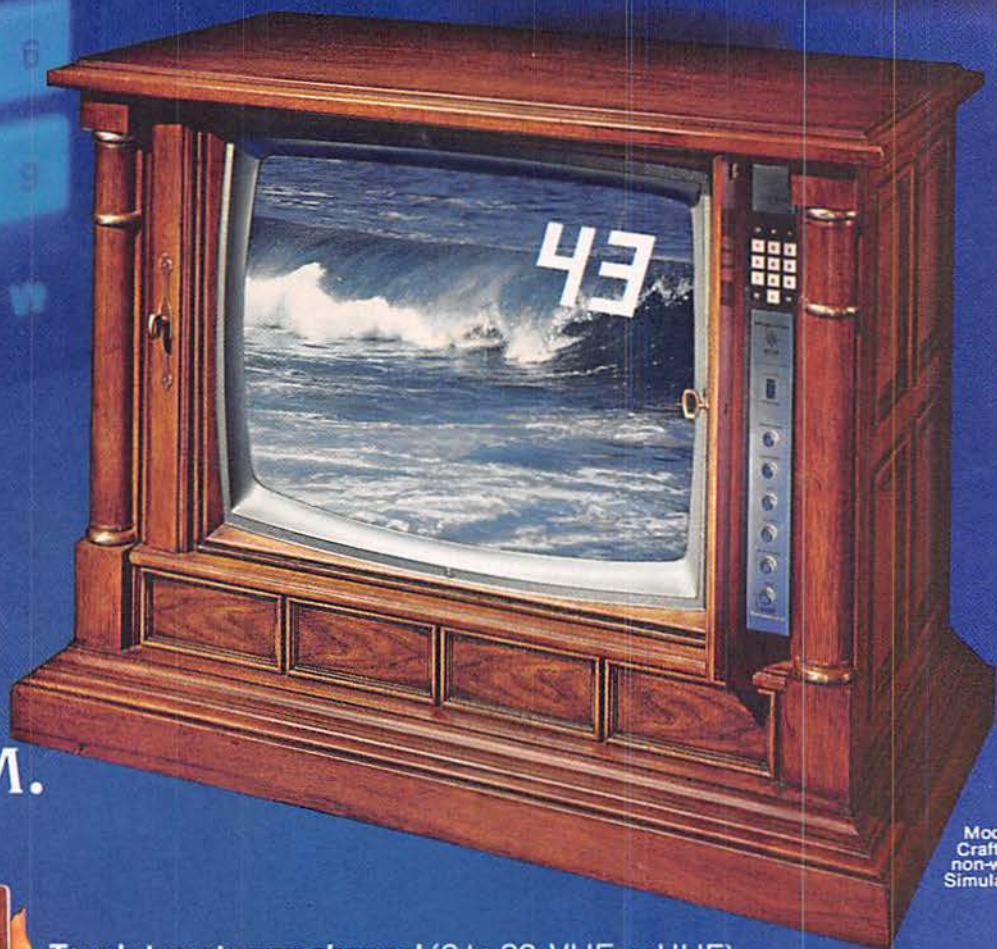


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... a satire

# THE TYPICAL FOOTBALL FAN

by Glenn Dickey, San Francisco CHRONICLE

**I**n the 1950s, there was a game between San Jose State and Washington State in Pullman, Washington which was memorable only for the cold. The temperature was well-below the freezing mark, as players and coaches wondered: Is this game really necessary?

The public address announcer, about to begin his recitation of the starting lineups, did a doubletake as he looked around the stadium. "Dear Sir," he began.

That solitary fan, watching a game of no significance in miserable weather in an otherwise empty stadium, epitomizes the college football fan. It may not be necessary to be crazy to be a football fan, but it helps. No, scratch that. It may be necessary.

Even football fans admit they're loony. That is, if you ask a fan of Ole Miss, he'll certainly tell you that LSU fans are crazy.

College football is often considered part of the overall entertainment package, but there is no real comparison between your average football fan and a person of, say, opera, ballet or the theatre. The patron of the arts is pampered and civilized, two adjectives which would never be applied to football fans. Consider a few comparisons:

1) Food and drink. At the opera, theatre, ballet and symphony, there are often small restaurants, dispensing real food. There are also bars, which can be a mixed blessing; the combination of a couple of stiff drinks

and a Wagnerian opera has induced more deep slumber than any number of Sominex pills.

At a football game, there are refreshments, too—warm soda and cold hot dogs. Passed from the aisle, both soda and mustard are usually slopped on the patrons in between vendor and customer.

2) Comfort. Patrons of the arts sit in well-padded seats. There are carpets on the floor, and usually fancy draperies as well. There are often elevators and escalators to the higher floors.

The ultimate in comfort for a college football fan is a plastic seat. Older stadiums have only wooden benches. Each row is numbered for at least one more person than can be accommodated. There are often long flights of stairs to climb to get into the stadiums. There are never enough rest rooms for those who have been drinking an elixir, which gives the fan a choice of standing in line for the entire halftime or sneaking out for three minutes at the start of the second quarter, during which time you can be sure that two touchdowns and a field goal will be scored.

3) Weather. At the ballet, customers sit in air-conditioned or heated buildings, depending on the season. College football fans are victims of the often capricious weather. In the midwest, a nice day for football is any day when it isn't snowing. In the northeast, you have to worry about the nor'easters. In the south, the heat and humidity can be stifling. In the northwest, rain can drive one away. Yet, fans subject themselves to such conditions willingly. It is difficult for me to feel too superior to them. In my youth, my father, uncle and I watched a game in a driving rainstorm, though we chickened out late in the third quarter and left; by then, our team was down, 42-0.

It should be noted that all comments about college football fans and their ability to withstand the extremes of weather do not extend to fans in southern California. In southern California, fans stay at home if the tem-

continued on 15t

*Who art thou, oh typical football fan?*







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So much for the commercial. Here's the schedule\* of games for this Fall:

Tuesday - Sept. 7	UCLA at Arizona State	Saturday - Oct. 23	To be announced.
Saturday - Sept. 11	Pittsburgh at Notre Dame	Saturday - Oct. 30	To be announced.
	Tulsa at Oklahoma State	Saturday - Nov. 6	To be announced.
	South Carolina at Georgia Tech.	Saturday - Nov. 13	Alabama at Notre Dame
	Houston at Baylor		2nd game to be announced.
Saturday - Sept. 18	Ohio State at Penn State	Saturday - Nov. 20	Michigan at Ohio State
	Georgia at Clemson		USC at UCLA.
	Colorado at Washington	Thursday - Nov. 25	To be announced.
	Yale at Brown	Friday - Nov. 26	Oklahoma at Nebraska
Saturday - Sept. 25	Tennessee at Auburn		Penn State at Pittsburgh
	San Jose State at Stanford	Saturday - Nov. 27	Army-Navy (Philadelphia)
	Massachusetts at Harvard		Notre Dame at USC
Saturday - Oct. 2	To be announced.	Saturday - Dec. 14	Arkansas at Texas
Saturday - Oct. 9	Oklahoma at Texas (Dallas)	Monday - Dec. 27	Gator Bowl
Saturday - Oct. 16	To be announced.	Saturday - Jan. 1	Sugar Bowl

\*Schedule may vary in your area. Check your local newspaper.

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perature goes below 70 and go to the beach if it goes above 80.

4) The final difference between the arts and football is the commitment of the football fan. If the symphony orchestra has an off night, the audience still claps politely; people don't even wince at the obvious clinkers.

ing the entire game. Arkansas fans salute their team with hog calls.

College football is less a sport than a way of life. The madness that football induces extends beyond the playing field. The game itself may last only about three hours, but the foreplay and aftermath last much longer.



*To what extent will the football fan go to see his favorite team?*

An opera buff who is truly aroused will murmur, "Bravo."

Bravo, indeed. Your average college football fan, self-contained as he or she may be at other times, goes a little, well, yes, crazy at a game. Woe be to the coach who calls the wrong play or the quarterback who throws an interception; not polite applause but a cascade of boos will descend on them. Fans cheer their team, jeer the officials, cast aspersions on the birth of players on other teams . . . and it is all done at full throat.

Sometimes, the fans are more interesting than the game itself. Texas A&M students, for instance, stand dur-

Strong men fear to leave their homes in Dallas the weekend of a Texas-Oklahoma game, for instance. Sooner and Longhorn fans roam the streets the entire weekend, omitting such non-essentials as sleep. Eating just enough to keep body and soul together and imbibing rather more than that, they seek out fans of the opposing team to start miniature wars of their own.

Behavior that would be considered aberrant at any other time is passed off as normal during the week proceeding a big game. Obscene comments on the University of Michigan football team are displayed prom-

inently in Columbus, Ohio before a Buckeye-Wolverine game, and judges tolerantly excuse them.

The day of the game, fans gather very early for parties in their cars, trucks and recreational vehicles. These parties are commonly called "tailgate parties" because the original idea was to let the tailgate down on a station wagon and put food and drink there. They have become more complicated in recent years, with multi-course meals being prepared, accompanied by the drink common to the area; in California, for instance, it is always wine. Occasionally, the party will be such a success that fans miss the opening kickoff, the first quarter and—in extreme cases—the entire game. This tends to happen more frequently in California where the priorities are somewhat different.

The original rationale for tailgate parties was as a way of beating the traffic. Now, of course, the traffic is heaviest three hours before a game, when everybody rushes to beat the traffic.

In each section of the country, fans are convinced that their football is the best, in some way or another. Often, this requires convoluted logic and a precise definition of what is best, much like radio stations which can prove that they are No. 1 by the way they define their market.

In the East, for instance, Ivy League teams have long since opted out of the mad race for No. 1 in the polls. Ivy League schools do not give out athletic scholarships as such, though special ability is taken into account when scholarships are issued and some top athletes—Calvin Hill, Ed Marinaro—have qualified. Players sometimes miss games because there is a laboratory field trip that weekend. Fans know this, and they argue that this is the most sensible way to approach football. Since their approach is the best, their teams must be the best.

In the midwest, fans of eight of the Big Ten teams dutifully watch their teams play for third place. Their game, they're convinced, is the best because it is what football is all about—knocking down other people. Indeed, players usually have no choice because teams in the midwest tend to use little finesse. There are fans who could not define a forward pass, never having seen one.

continued on 18t



# THOSE BIG 8 PLAYERS IN THE HALL OF FAME



▲ **PAUL CHRISTMAN:** All-America in 1939, 1940. First University of Missouri football player to be honored by the National Football Foundation Hall of Fame. Set virtually all passing records at Mizzou, many of which still stand. Led the Tigers to their first conference championship and bowl appearance. "Pitchin' Paul" served in the Navy from 1941 to 1945. Played professional ball with the Chicago Cardinals and the Green Bay Packers.

▼ **CLAUDE REEDS:** First Oklahoma player to be named to the National Football Hall of Fame. Selected as All-America in 1913 and later named fullback of All-Time Missouri Valley eleven. Best known feats: 107-yard punt against Texas in 1910; long pass to set up the first touchdown against Nebraska in 1912, and a 70-yard run against Colorado in his final game. Played on the team which scored the Sooners' first victory of all time over Colorado.



▲ **ED (Brick) TRAVIS:** Played tackle for Missouri as a freshman in 1917 and, after serving in the war, in 1919. Named to All-Missouri Valley teams two years. The Tigers lost only two of fifteen games during his career at Missouri. Elected to the National Football Foundation's Hall of Fame in 1974. Is now retired and resides in St. Charles, Mo.

▼ **GUY CHAMBERLAIN:** Named Most Valuable Player in the Missouri Valley Conference twice, first as a halfback for the Cornhuskers in 1914 and then as an end in 1915. That same year scored 96 points in eight games, leading Nebraska to a second undefeated season. From prep school through his first five years as a pro, never played in a single losing game. Finished his pro playing career in 1921 with the Chicago Cardinals, became an assistant coach in 1927, and a full time coach for the Cards in 1928.



▲ **CLARENCE SWANSON:** Set two pass reception records as a Nebraska end in 1919: most touchdown passes in a single season (9), and most career TD passes (18). Also lettered in baseball. Was a top student, and served as a University Regent for 12 years. The former All-Missouri Valley and All-America end was enshrined in the National Football Hall of Fame in 1974.

▼ **BYRON R. (Whizzer) WHITE:** Colorado quarterback and Rhodes scholar. Was All-America in 1937 when he led the nation in scoring. Scored all the Buffalo points in a 17-7 win over Utah (two touchdown runs of 95 and 57 yards, a field goal and both PATs). As a senior was the nation's leading rusher (1,121 yards), leading Colorado to an undefeated regular season. Today he is a U.S. Supreme Court Justice.

▲ **DAROLD JENKINS:** Named to the National Football Foundation's Hall of Fame in April, 1976. Played center-linebacker for Missouri in 1940 and '41, and captained the 1941 Tiger Sugar Bowl team, considered to be the best of Coach Don Faurot's 19 teams. Named to 17 All-American teams in 1941. Attended Missouri Law School after the service and is now trial counsel for the Missouri State Highway Commission.

▼ **JAMES BAUSCH:** Still regarded by many as the greatest all-around athlete in Kansas history. Not only an All-Big-Six fullback in 1929 and 1930, and a basketball star, but also an Olympic Games decathlon champion in 1932. Jayhawks first representative in East-West game. Best performance at KU: scored both touchdowns against Kansas State in 1930. Final score: Kansas 14, Kansas State 0.







Years ago, Papa Cribari  
made a wine just for when  
family & friends sat down together.

Nothing's changed.



After 80 years, the same reason people still go to a football game  
is the same reason people still gather over a jug of Cribari wine...  
to sit down together and enjoy!

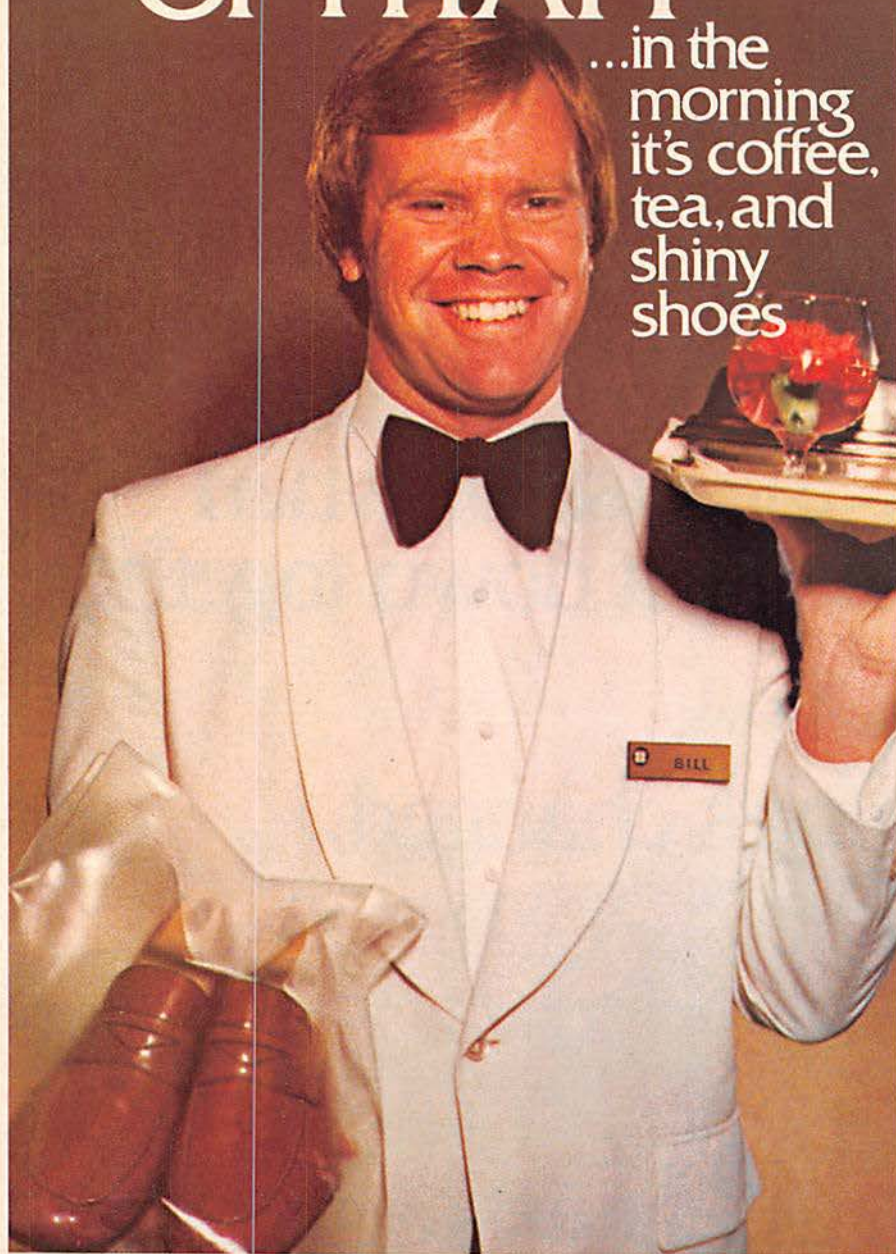
Enjoy Cribari red, white, rosé and — if your side won — champagne.  
In the stadium parking lot before the game, at home watching the game on TV,  
in the post game celebration. And in the old-fashioned jug.

B. Cribari & Sons, San Francisco, California



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## FOOTBALL FAN

continued from 15t

In the Southeastern Conference, fans are convinced that their football is the best because, year after year, there are more Southeastern Conference teams in bowl games than teams from any other conference. That they are there because the conference allows any team which gets an invitation to go and because conferences like the Big Ten and Pacific-Eight have, until recently, only allowed their champion to go to a bowl, does not seem to make a dent in the fans' consciousness.

The Pacific Eight Conference tends to be USC and seven teams fighting for second place more often than not. Still, fans believe that their football is the best because their representative usually wins the Rose Bowl by throwing the ball up in the air a few times, a maneuver which has taken Ohio State or Michigan by complete surprise.

The college football madness culminates in the big games. There are two types of big games in college football. One is the kind of game on which a bowl bid rides: Oklahoma-Nebraska has been an example of that because, in recent years, the teams seem to be ranked 1-2 nationally every time they play. The fans' madness there is conventional, i.e., a belief that Winning Is Everything.

Much more difficult to explain to visitors from other planets would be the traditional games — The Game (Harvard-Yale), The Big Game (California-Stanford), Army-Navy. These games are the social event of the year for many. There are parties all week, as classmates hold reunions to talk about how many of their friends have died during the year.

It is often said of these games that you can forget about the teams' records during the year because the underdog often wins. That is not true. The favorite usually wins these games, as it does any others. It is the fans who forget their teams' records. There are many who truly do not care if their team goes 0-10 the rest of the season if it wins the traditional game. At these favored games, it makes no difference whether both teams have had great seasons, poor seasons, medium seasons; the attendance will still be the same, full house. It makes no difference to fans whether the teams are well-matched or poorly. It is, simply, the game to see.

Yeah, you have to be crazy. ●



# FOOTBALL FASHIONS

by Pat Perkins



## *A history and what's in store for '76*

"She can't possibly sit down in those, do you think?" What she did do is unknown, but her attire certainly didn't deter her from enthusiastically rooting for her favorite team.

Her counterpart in the early 1920s also read *VOGUE* and might have attended a football game garbed in a suit with the skirt hanging 6" from the ground, high-laced 'walking boots,' or high patent leather shoes with contrasting buckskin tops. Her stockings were black—or tan if she wore tan shoes. Flesh-colored stockings were considered risqué. Her husband most probably was attired in a stylish Chesterfield, a single-breasted, fly-front coat with plain back usually having a center seam, notched lapel and collar, often of velvet. Dating from the 18th century, it was named for Philip Dormer Stanhope, 4th Earl of Chesterfield, an English statesman and author.

Ever since the turn of the century, fans have been bundled up in woolen

continued on 22t

**A**t first glance the ensemble exuded casualness—a simple white turtle neck sweater accented with a dark print scarf; tawny, fitting-like-a-glove suede slacks; beige leather shoes with gold bric-a-brac; and a small, but tailored, shoulder bag. She was strolling with a friend just after a sumptuous tailgate party at her husband's Mercedes 450 SE, but before the spirited rivalry game between two Midwest college football teams—one, her alma mater.

The second look, however, conjured up dollar signs, inflated checkbooks, *VOGUE* and *HARPER'S BAZAAR*, and the tintinnabular sound of at least five cash registers. One basic white turtleneck sweater—\$50; a Hermes scarf—\$60; tan, Ultrasuede Halston pants (that fit like pants, really, and not gloves)—\$195.00; Gucci shoes—\$70; Mark Cross shoulder bag—\$120. Total: a hefty \$495.00, not including tax.

One casual observer remarked,







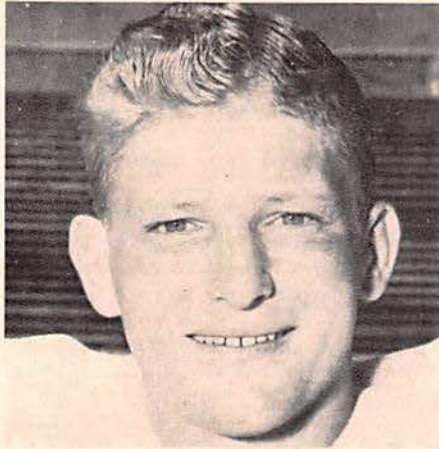
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# Big 8 Players in the Hall of Fame

continued from 16t



**BOB FENIMORE:** An outstanding runner and passer, led OSU, then Oklahoma A&M, to a combined 17-1 record in 1944-45. Still holds many school records: rushing (2,563 career, 1,178 single season), and total offense (5,099 career, 1,963 season). Scored 208 points in career. Named All-America in 1944. The '44 team (8-1) defeated TCU in the Cotton Bowl. In 1945, the Cowboys beat St. Mary's (Ca.) in the Sugar Bowl.

**ED BOCK:** A 6'-2", 210 pound guard for the Iowa State Cyclones in 1936, '37, '38. Was All-American in 1938. Started every football game during his career with the Cyclones and played sixty minutes during many of them. Received *Sports Illustrated* Silver Anniversary All-American Award in 1963. Elected to the National Football Foundation Hall of Fame in 1970. Received B.S. and M.S. from Iowa State in mechanical engineering. A native of Iowa, Ed today is President and Chief Executive Officer of Monsanto Company.

**BOB STEUBER:** The nation's number 3 rusher in 1941 and number 2 rusher in 1942 (career total—2,030 yards). Led Missouri to the Big-Six Title as a junior, and picked as All-America in his senior year. Holds Missouri records for most career points (222), most points one season (121), most touchdowns, one season (18) and most points, one game (20). Ranks as the Tiger's second best ground gainer of all time.

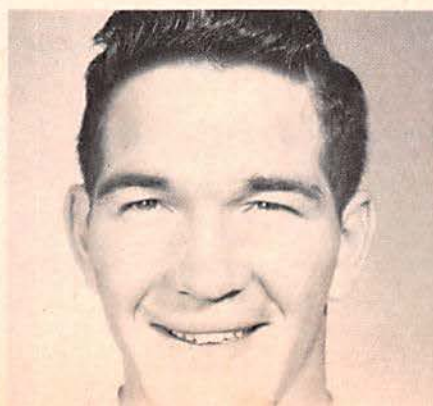
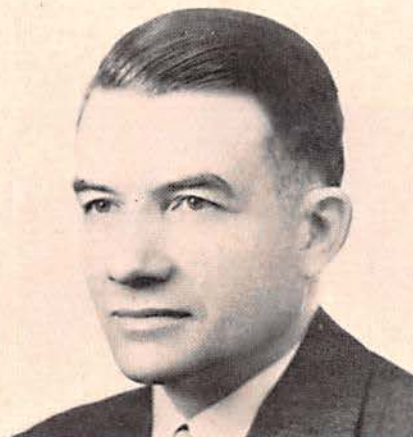
**BILLY VESSELS:** Oklahoma halfback ▶ 1950, '51 and '52. All-America in 1951 and 1952. Heisman Trophy Winner, 1952. Held school record for net yards rushing one season (1,072). Had seven games in 1952 in which he



◀ **RAY EVANS:** As a Kansas sophomore in 1942, led the nation in passing (over 1,100 yards). Named third team All-American—in 1942 and after the war in 1946, and first team All-American in 1947. Was second player in history to complete more than 100 passes in a season. Grantland Rice said of him, "... a fine passer, able ball carrier, hard blocker, and brilliant on defense." Was senior class president, a scholastic honor man, and all-around leader. Later became the president of a bank.

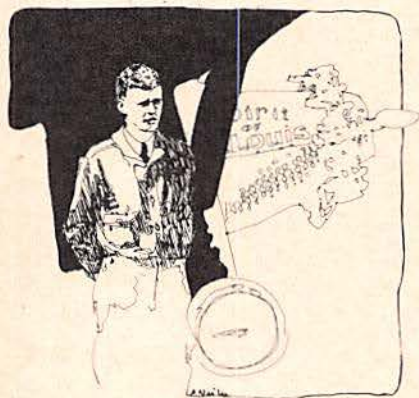
**FOREST "Spot" GEYER:** Oklahoma fullback 1913, '14, and '15. Was ranked first in the nation in points scored after touchdown with 50 (missed only four his senior year). Ranked third in the nation in 1915 in total points scored with 138. Averaged 51 yards punting. Hurlled possibly the longest pass ever completed at that time (55 yards). All-America in 1915, and that same year led the Sooners to a conference first place.

**GEORGE HENRY SAUER:** A four-sport star at Nebraska in 1931, '32, '33. Named to Grantland Rice's All-America team as a senior. At 6-feet, 210 lbs., led Cornhuskers to an overall record of 23-4-1. Named outstanding player of the game in 1934 East-West Game, when he scored the Games only points as the West won, 12-0. Later coached at New Hampshire, Kansas (two conference titles), Navy, and Baylor before moving to the pro circuit.





mufflers, camel's hair and raccoon coats, stadium boots, knickers, and parkas or dressed down in halters, muu muus, blue jeans, and Bermuda shorts. Weather, more than any other factor, dictates choice of clothing among football aficionados—a far cry from ancient Rome when each of the classes of citizens, including the slaves, wore clothes prescribed by



**The Lindbergh jacket comes in handy for those fans who often experience inclement weather.**

explicit government regulations. A Roman citizen's profession, class, and rank were instantly recognized by his attire. Even the number of stripes on sandals was dictated!

Today, in sunny climates where college football fans can luxuriate in 75-90° weather, sandals are still in. They, along with a generous sprinkling of Adidas tennis shoes, penny loafers, and Earth shoes, top off the garb that has become *de rigueur* among students—jeans.

So integral a part of fashion today, the Smithsonian Institute in Washington, D.C. has included Levis in its Americana collection. In 1850, at the height of Gold Rush fever, Levi Strauss, the brainchild of this phenomenon, travelled to San Francisco with a roll of canvas he had planned to sell to a tentmaker. Instead, he noticed that the goldseekers who had arrived before him needed sturdy overalls. He fashioned a considerable number of pants from his canvas roll and the miners immediately purchased them. Strauss changed the material from sailcloth and duck to a fabric imported from France called 'serge de Nimes.' This was shortened to 'de Nimes,' and finally, 'denim.' He was in business for

life and discovered a goldmine without even panning for it!

Blustery winds, gales, and sleet in the East and Midwest certainly call for more substantial attire than jeans, a rugby shirt, and huaraches. A warm, comfortable coat or jacket is paramount in getting the fan through four spirited, but freezing, quarters and might include any of the following:

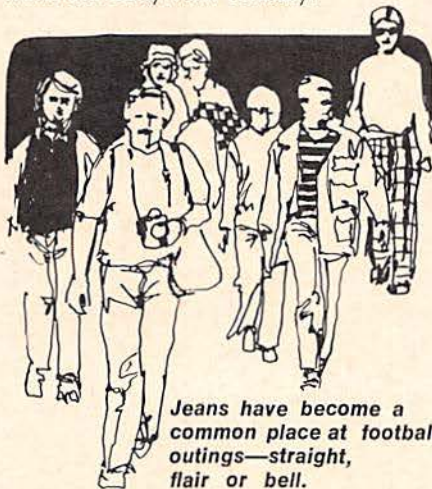
**Petersham:** a heavy, short overcoat made of thick, rough, almost windproof, wool in navy blue and used in seafaring or for severe weather. Named for Lord Petersham who introduced it and also called pea jacket, reefer, or watch coat.

**Tow:** a double-breasted, three-quarters length coat which fastens with toggle buttons.

**Trench:** a loose, overall rainproof coat with collar and belt of same fabric and having many pockets and flaps. Similar to coats worn by officers in the trenches during World War I.

**Blazer:** a lightweight sports jacket, semi-tailored, usually in bright colors; so-called because it was originally made in brilliant, vertical stripes. Sometimes worn as distinguishing garment of school, team, or college.

**Cardigan:** a plain, box-like type of sports jacket or short coat, open or buttoned down front; usually with long sleeves. Named for the Seventh Earl of Cardigan, a British army officer, from the early 19th century.



**Jeans have become a common place at football outings—straight, flair or bell.**

**Lindbergh:** a sturdy, warm jacket similar to a windbreaker with deep pockets and fitted waistband and wrists. Popularized by Charles A. Lindbergh who was first aviator to make solo nonstop transatlantic flight (1927).

**Parka:** a jacket with hood, usually reinforced nylon with a padded lining; may be down-filled, usually zippered front opening, sometimes fur-lined. Originally, Siberian and Alaskan hooded outer garment made of animal skins.

**Poncho:** a straight piece of water-proof fabric with opening in center for head. Originated in South America, but today worn universally, chiefly as raincoat.

Handy accessories to this hefty list might include serviceable ear muffs (also called earlaps or eartabs), stadium or polar boots, and gloves or mittens. In the 1920s some ingenious soul invented the cigarette mitt with a separate stall for the forefinger to permit holding a cigarette.

Fifty years ago also marked the start of the Ivy League look which is still, if not trendy, at least seen in certain circles around the country: button-down collars, tweed sport coats, gray flannels, white buckskin shoes, crew-neck sweaters.

And the old bromide, "If you hang onto something long enough, it will come back into style," certainly rings true for this Fall.



**Argyle Plaid**



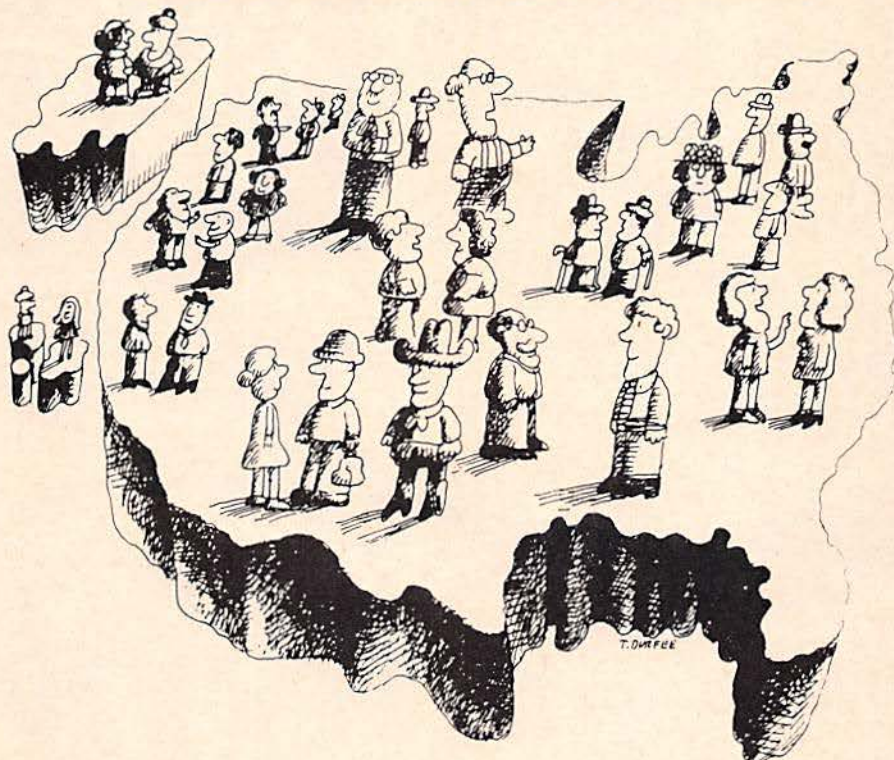
**Tattersall Check or Plaid**

**WOMEN'S WEAR DAILY**, the happy harbinger of (football) fashions, maintains that blanket plaids and large, hooded jackets are in. Three of the most popular plaids over the years include: **Argyle** (large diamonds in bright colors with contrasting diagonal overstripes); **Glen** (squares of small woven checks alternated with squares of larger checks in one or two muted colors with white); and **Tattersall** (a small check design of dark lines on a light background, patterned after horse blankets used at famous London horse markets).

So, football fans, fling open that closet, shake out the mothballs, air those nifty, old pleated skirts and argyle sweaters and socks. Really . . . who needs a \$60 Hermes scarf? (Her team lost, by the way.)



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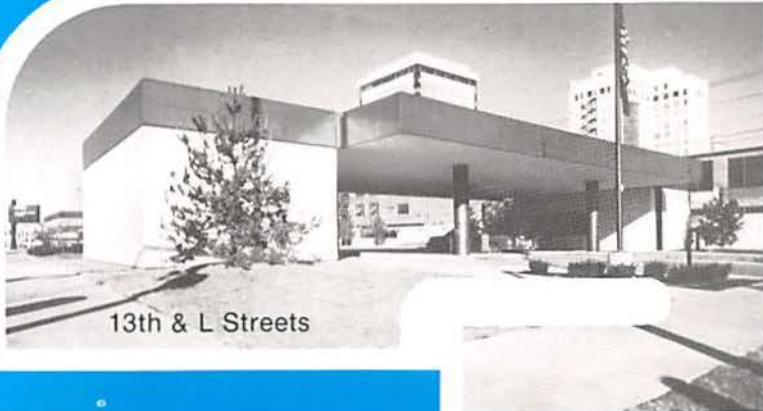
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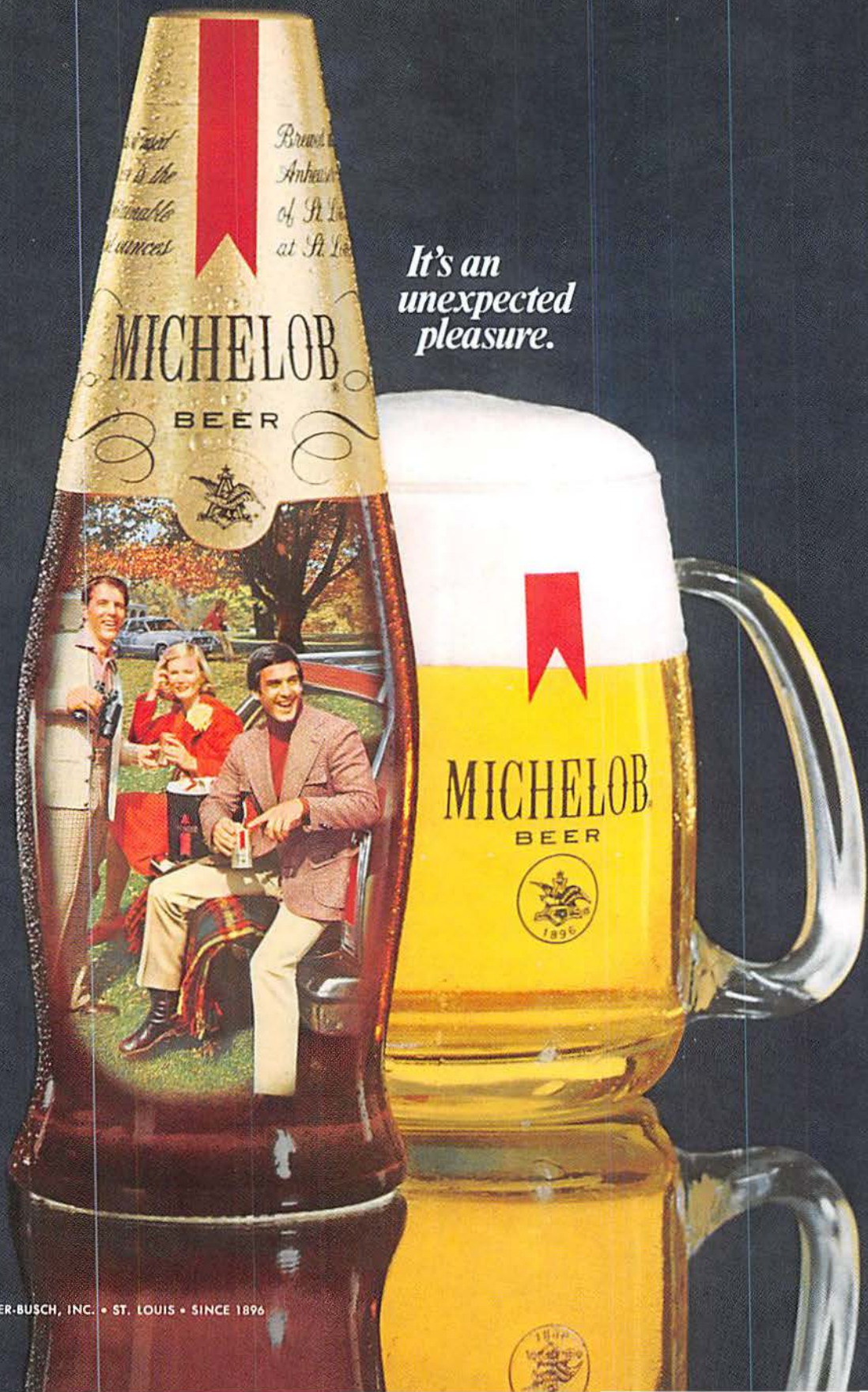
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No.	Player	Pos.	Ht.	Wt.	Age	Class	Hometown
83	Adams, Mike	SE	6-2	175	22	Sr.	Atlanta, Ga.
47	Anderson, Ottis	IB	6-1	190	19	So.	W. Palm Bch., Fla.
88	August, Phil	SE	6-3	195	23	Sr.	Belle Rose, La.
14	Azrak, Fred	DB	5-10	178	20	So.	Hialeah, Fla.
17	Baker, E. J.	QB	6-1½	161	21	So.	Lakeland, Fla.
43	Bennett, Woody	FB	6-2½	198	21	So.	York, Pa.
18	Bettencourt, Joe	DB	5-11	182	21	Jr.	Mattapoisett, Ma.
68	Bloxsom, Charles	OT	6-2	248	21	So.	Tampa, Fla.
57	Boyle, Ralph	C	6-0	243	21	Jr.	Pittsburgh, Pa.
77	Breckner, Dennis	DT	6-3½	241	23	Sr.	Endicott, NY
72	Brown, Larry	OT	6-5	248	21	Jr.	Jacksonville, Fla.
98	Browning, Jim	DT	6-5½	225	25	So.	Miami, Fla.
20	Cain, Larry	WB	5-11½	175	21	Sr.	Ft. Laud., Fla.
86	Claud, Charlie	TE	6-3	209	21	Jr.	S. Miami, Fla.
34	Cosden, Craig	LB	6-1	225	21	Jr.	Randallstown, Md.
4	Dennis, Chris	K	5-11	180	21	Jr.	Boardman, Ohio
81	deShaw, Ricou	TE	6-3	223	22	Jr.	Tavernier, Fla.
73	Edwards, Eddie	DT	6-4½	248	22	Sr.	Ft. Pierce, Fla.
76	Evans, Johnny	DT	6-5	232	25	So.	Miami, Fla.
71	Fenton, John	C-OT	6-3	235	18	Fr.	Hialeah, Fla.
31	Ferguson, Bryan	DB	5-11½	185	20	Jr.	Miami, Fla.
45	Ganong, Ray	FB	5-9	209	22	Jr.	Randallstown, Md.
11	Glover, Frank	QB	6-2½	189	21	Sr.	Atlanta, Ga.
63	Golding, Steve	OG	6-3½	238	22	Sr.	Miami, Fla.
39	Halas, George	DE	6-2	229	20	Jr.	Key West, Fla.
90	Hill, Glenn	DE	6-2	213	20	Jr.	Longwood, Fla.
84	Jackson, Dennis	TE	6-3	195	21	Sr.	Jacksonville, Fla.
35	Jenkins, Willie	DB	6-0	183	21	Sr.	Tallahassee, Fla.
41	Johnson, Ken	IB	6-2½	203	19	So.	Miami, Fla.
79	Latimer, Don	MG	6-2	238	21	Jr.	Ft. Pierce, Fla.
67	Makarevich, Frank	OG	6-1	240	22	Sr.	New Castle, Pa.
85	Maler, Jim	DE	6-3	202	18	Fr.	Coral Gables, Fla.
7	Mason, George	QB	6-1	189	20	Jr.	Staten Is., NY
15	Matthews, Gralyn	DB	5-11½	187	19	So.	Jacksonville, Fla.
96	McGriff, John	DE	6-3	215	21	Jr.	Miami, Fla.
54	Miller, Phil	C	6-0½	221	19	So.	Jacksonville, Fla.
5	Miranda, Jesus	K	5-11	180	19	So.	Miami, Fla.
29	Mitchell, Eldridge	DB	6-0½	182	22	Sr.	Miami, Fla.
38	Monroe, Earl	LB	6-1	203	19	Jr.	Atlanta, Ga.
65	Monroe, Karl	OG	6-1½	206	19	So.	Atlanta, Ga.
27	Morgan, Tim	IB	5-11	168	21	Sr.	Jacksonville, Fla.
24	Nixon, Herman	WB	6-0	169	20	So.	Tarpon Sprg., Fla.
78	O'Gara, Bob	OT	6-3	249	20	Jr.	Shamokin, Pa.
13	Palmer, Jeff	DB	6-0	188	22	Sr.	Plainville, Conn.
30	Roberts, Kevin	LB	5-11½	228	21	Jr.	New Orleans, La.
58	Sedley, Tom	OT	6-3½	237	20	So.	Miami, Fla.
12	Selmer, Brian	K	5-11	180	21	Sr.	Miami, Fla.
75	Smith, Donald	DT	6-3½	224	19	So.	Palm Harbor, Fla.
64	Standifer, Jim	OG	6-0½	240	20	So.	Bartow, Fla.
48	Stanley, Ed	LB	6-2	215	18	Fr.	New Albany, Miss.
46	Timmons, Taylor	FB	5-11	200	18	Fr.	Ft. Myers, Fla.
23	Tokarski, Gary	SE	5-11	179	22	Jr.	Homewood, Ill.
26	Turner, John	DB	6-0	189	20	Jr.	Miami, Fla.
37	Valerio, Rick	DB	6-1	202	18	So.	Merritt Is., Fla.
91	Walker, Ronnie	DT	6-3½	221	20	Jr.	Miami, Fla.
36	Wallick, Gregg	LB	5-11	202	21	Sr.	Maitland, Fla.
66	White, Mike	C	6-2½	222	20	Jr.	Casselberry, Fla.
94	Wilson, Larry	DE	6-1	215	20	Jr.	Riviera Bch., Fla.



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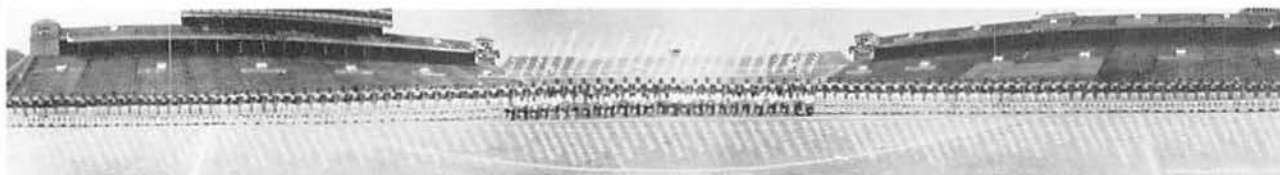
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**NEBRASKA JERSEY**—Your name and number. Medium weight cotton, quarter length sleeves. Machine washable. Give name/number on order blank. Adult sizes: Small (34-36); Medium (38-40); Large (42-44); Extra Large (46). Youth sizes: Small (6-8); Medium (10-12); and Large (14-16). Adult: \$7.95 plus 65¢ post/handling. Youth: \$7.50 plus 65¢ post/handling.



**NEW... NEW... COACH'S JACKET** in 100% nylon and lined. Colorful Howdy Husker design over left chest. Smart stylish collar with snap fastener closures. Two slash pockets. Shirred elastic cuffs and drawstring bottom. Adult sizes: Small (34-36); Medium (38-40); Large (42-44); Extra Large (46). Coach's Jacket: \$19.95, plus \$1.25 post/handling.



**COACH'S CAP.** New... all sport knit and mesh combination. 100% warp knit polyester visor top and front panels. Nylon mesh back panels. Gab fabric and foam sweatband. Adjustable plastic tab back. Sizes: Small/Medium fit 6 3/4 to 7 1/8; Large/Extra Large fit 7 1/8 to 7 5/8. Coach's Cap: \$5.95, plus 85¢ post/handling.



**COLORFUL COACH'S SHIRT.** Classic four button front with self collar. In 50% cotton, 50% polyester, for extra comfort, and machine washable of course! Official "HOWDY HUSKER" design over left chest! Adult sizes: Small (34-36); Medium (38-40); Larger (42-44); Extra Large (46); X-Extra Large 50-52. Red or White. Coach's Shirts: \$10.95, plus 75¢ postage/handling.



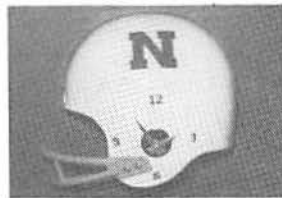
**NEW, Our roomy and comfy BIG RED SLEEP SHIRT** (or can be used as a beach/pool pullover). In 100% cotton and machine washable. Has "V" neck and side vents for extra comfort! In RED with official "HOWDY HUSKER" Design. Adult sizes: Small (34-36); Medium (38-40); Large (42-44); X-L (46). **BIG RED SLEEP SHIRT:** \$6.95, plus 50¢ postage/handling.



**HELMET CHAIN LAMP.** Swag Lamp features authentic size helmet and face guard with a 15' long brass chain for easy hanging. Ideal for bar, den. Makes a great gift item. Swag Lamp: \$35.00, plus \$2.50 post/handling.



**HELMET TABLE LAMP.** Super quality Helmet Table Lamp has authentic size helmet and face guard, mounted on your choice of walnut grain or artificial turf base. Stands 25" tall and comes with burlap shade with matching trim. Table Lamp: \$49.95, plus \$3.50 post/handling. Specify walnut grain or turf base on order blank.



**HELMET WALL CLOCK...** features half helmet mounted on choice of walnut grain or artificial turf. Cordless. Timepiece runs up to a full year on a single battery (battery not included). Helmet Wall Clock: \$39.95, plus \$3.50 shipping/handling. Specify walnut grain or turf base on order blank.

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N4		Youth sweatshirt			5.60	
N5		Adult T-shirt			4.45	
N6		Youth T-shirt			3.95	
N7		Coach's Shirt			11.70	
N8		Coach's Cap			6.80	
N9		Coach's Jacket, adult			21.20	
N10		Big Red Sleep Shirt			7.45	
N11		Helmet Wall Clock, turf or walnut			42.45	
N12		Helmet Table Lamp, turf or walnut			53.45	
N13		Helmet Chain Lamp (Swag Lamp)			37.50	
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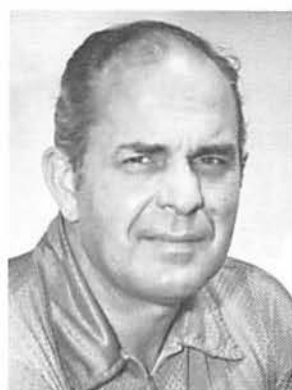




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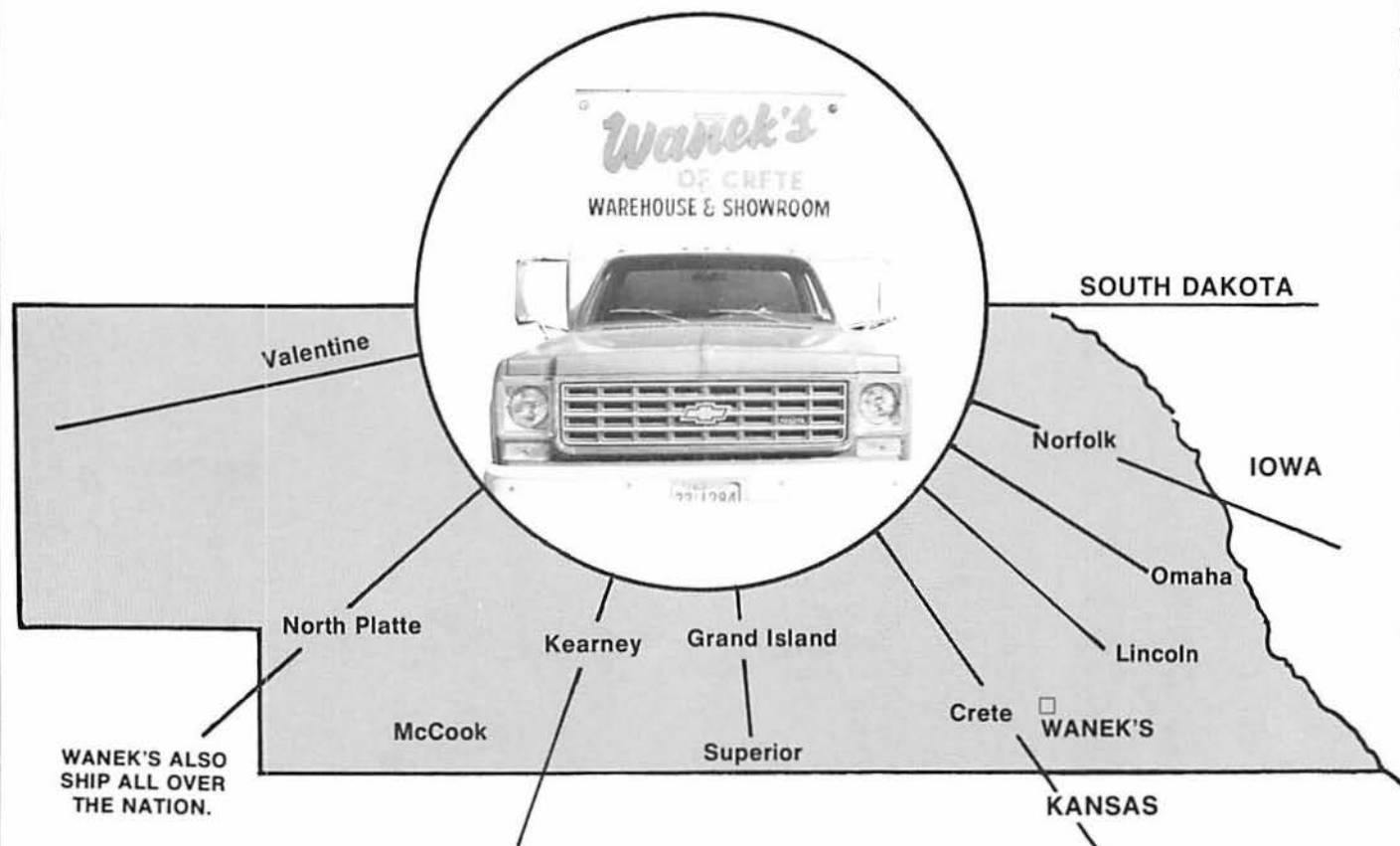


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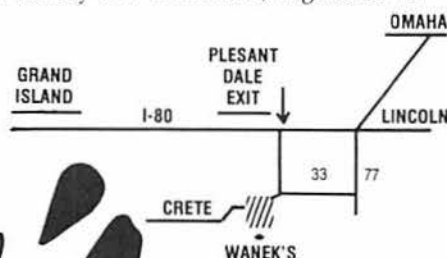
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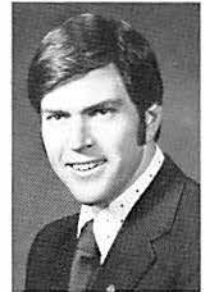


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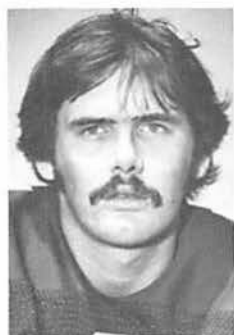
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4 CHRIS DENNIS  
K 5-11 180 Jr.



7 GEORGE MASON  
QB 6-1 189 Jr.



11 FRANK GLOVER  
QB 6-2 189 Sr.



12 BRIAN SELMER  
K 5-11 180 Sr.



13 JEFF PALMER  
DB 6-0 188 Sr.



15 GRALYN MATTHEWS  
DB 5-11 187 So.



17 E. J. BAKER  
QB 6-1 161 So.



18 JOE BETTENCOURT  
DB 5-11 182 Jr.



20 LARRY CAIN  
WB 5-11 175 Sr.



24 HERMAN NIXON  
WB 6-0 169 So.



25 GENE COLEMAN  
DB 5-9 172 So.



26 JOHN TURNER  
DB 6-0 189 Jr.



27 TIM MORGAN  
IB 5-11 168 Sr.



29 ELDRIDGE MITCHELL  
DB 6-0 182 Sr.



30 KEVIN ROBERTS  
LB 5-11 228 Jr.



31 BRYAN FERGUSON  
DB 5-11 185 Jr.



34 CRAIG COSDEN  
LB 6-1 225 Jr.



35 WILLIE JENKINS  
DB 6-0 183 Sr.



36 GREG WALLICK  
LB 5-11 202 Sr.



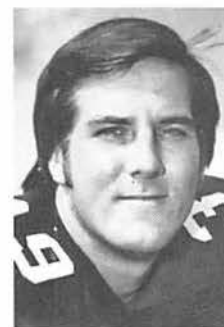
37 RICK VALERIO  
DB 6-1 202 So.



38 EARL MONROE  
LB 6-1 203 Jr.



41 KEN JOHNSON  
IB 6-2 203 So.



39 GEORGE HALAS  
DE 6-2 229 Jr.



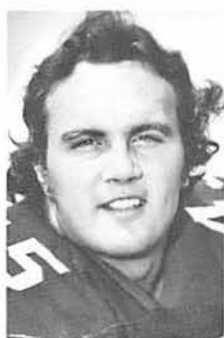
43 WOODY BENNETT  
FB 6-2 198 So.



# HURRICANES



44 ROCKY RUMENIK  
FB 6-0 216 So.



45 RAY GANONG  
FB 5-9 209 Jr.



47 OTTIS ANDERSON  
IB 6-1 190 So.



57 RALPH BOYLE  
C 6-0 243 Jr.



58 TOM SEDLEY  
OT 6-3 237 So.



63 STEVE GOLDING  
OG 6-3 238 Sr.



64 JIM STANDIFER  
OG 6-0 240 So.



65 KARL MONROE  
OG 6-1 206 So.



66 MIKE WHITE  
C 6-2 222 Jr.



67 FRANK MAKAREVICH  
OG 6-1 240 Sr.



72 LARRY BROWN  
OT 6-5 248 Jr.



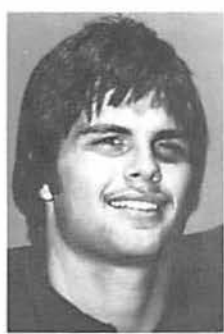
73 EDDIE EDWARDS  
DT 6-4 248 Sr.



75 DON SMITH  
DT 6-3 224 So.



76 JOHNNY EVANS  
DT 6-5 232 So.



77 DENNIS BRECKNER  
DT 6-3 241 Sr.



78 BOB O'GARA  
OT 6-3 249 Jr.



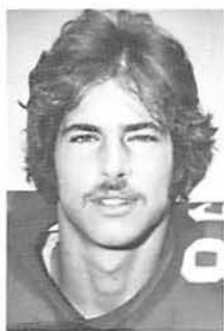
79 DON LATIMER  
MG 6-2 238 Jr.



83 MIKE ADAMS  
SE 6-2 175 Sr.



84 DENNIS JACKSON  
TE 6-3 195 Sr.



86 CHARLIE CLAUD  
TE 6-3 209 Jr.



88 PHIL AUGUST  
SE 6-3 195 Sr.



90 GLENN HILL  
DE 6-2 213 Sr.



91 RONNIE WALKER  
DT 6-3 221 Jr.



94 LARRY WILSON  
DE 6-1 215 Jr.



# Professors Honored For Distinguished Teaching

By **ROBERT MUSSMAN**  
Assistant Director  
Office of University Information

Five professors at the University of Nebraska-Lincoln have been recognized and rewarded with 1976 Distinguished Teaching Awards.

Each received \$1,000 and a Distinguished Teaching Medalion from Harry R. Haynie, president of the NU Foundation. Three of the awards are supported by the Amoco Foundation Inc., one by the Foundation and one by the family of the late Mrs. Annis Chaikin Sorensen.

The Sorensen Award, given for excellence in teaching in the humanities area, went to Dr. Leslie C. Duly, professor of history. Since coming to Nebraska in 1968, Dr. Duly has established a campus-wide reputation among his colleagues and students as a highly knowledgeable, creative and stimulating teacher.

Recipient of the NU Foundation Trustees' Award for distinguished teaching was Dr. John F. Davidson, professor of botany in the School of Life Sciences. He has been involved in the Centennial Education and the Training the Trainers of Teachers programs.

Dr. A. Dale Flowerday, professor of agronomy in the Col-

lege of Agriculture, was the recipient of an Amoco Foundation Award. Cited for distinguished instruction in science and technology, he teaches an introductory course in soil science taken by nearly every student in the college.

Another Amoco Award recipient was Dr. Charles M. Godwin, associate professor of elementary education in Teachers College. Dr. Godwin teaches social studies methods classes and has led popular annual winterim tours to study British schools.

The third Amoco recipient was Melinda A. Holcombe, assistant professor of education and family resources in the College of Home Economics. To keep up on secondary teaching, for which many of her students are preparing, she spends three weeks each winter working in a high school situation. She has gained national prominence in the area of teaching consumer education for secondary teachers and has co-authored a high school text on the subject. In addition, she has assumed the leadership in developing the course entitled "Home Economics Programs for the Disadvantaged."



Left to right, top to bottom: Dr. Leslie C. Duly, Dr. John F. Davidson, Dr. A. Dale Flowerday, Dr. Charles M. Godwin, Melinda A. Holcombe.

Among other things . . .

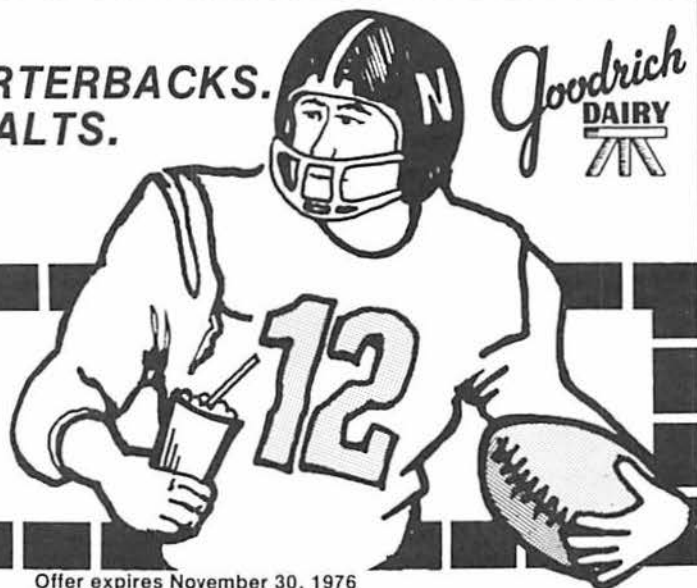
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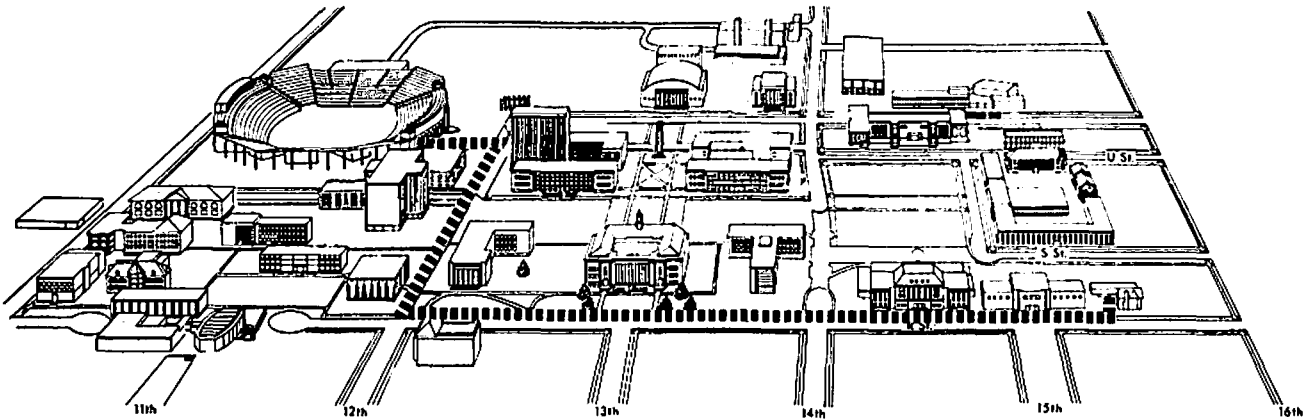


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So. Sioux City, Nebraska

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Omaha, Nebraska

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Lincoln, Nebraska

Northside Bank  
Omaha, Nebraska

Northwestern Metal Co.  
Lincoln, Nebraska

Norton Candy Company  
Edwardsville, Kansas

Olson Construction Co.  
Lincoln, Nebraska

Olympia Beer  
Max Beyer Dist. Co.  
Lincoln, Nebraska

Omaha National Bank  
Omaha, Nebraska

Dr. G. William Orr  
Omaha, Nebraska

Mr. & Mrs. Carl Peterson  
Denver, Colorado

Police Officers' Ass'n  
of Nebraska  
Lincoln, Nebraska

Radio Station KFOR  
Lincoln, Nebraska

Radisson-Cornhusker  
Hotel  
Lincoln, Nebraska

Roberts Dairy Co.  
Omaha, Nebraska

Sayers Volkswagen, Inc.  
Council Bluffs, Iowa

Walter Scott, Jr.  
Foundation  
Omaha, Nebraska

Scottsbluff National  
Bank  
Scottsbluff, Nebraska

Security Mutual Life  
Insurance Company  
Lincoln, Nebraska

Verne Simmonds  
Company  
Omaha, Nebraska

Ben Simon & Sons  
Lincoln, Nebraska

Sixth Street Food Store  
North Platte, Nebraska

Dick and Doris Thimman  
Florence, S. Carolina

Southern Hills Ranch,  
Inc.  
Hastings, Nebraska

StoreKraft Mfg. Co.  
Beatrice, Nebraska

Storz Broadcasting  
Company  
Omaha, Nebraska

Earl & Caroline Swanson  
Foundation  
Omaha, Nebraska

Truesdell Distributing  
Corp.  
Omaha, Nebraska

Two Enthusiastic  
Boosters  
Lincoln, Nebraska

U.S. National Bank of  
Omaha  
Omaha, Nebraska

Vanice Pontiac-Cadillac  
Lincoln, Nebraska

Anonymous

Wentz Plumbing  
& Heating  
Lincoln, Nebraska

Werner Construction Co.  
Hastings, Nebraska

Whitehead Oil Company  
Lincoln, Nebraska

Roger Wilson  
Grand Island, Nebraska

Dr. William T. Wildhaber  
Beatrice, Nebraska

D. J. Witherspoon  
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Life  
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Schlitz-Old Milwaukee &  
Schlitz Light Beer  
Nebraska Distributing Company  
Omaha, Nebraska





## HUSKER BEEF CLUB—GROWERS

Allied Tour & Travel, Doyle Busskohl, Norfolk  
 Anderson, G. E., Red Oak, Ia.  
 Anderson, Vern & Sons, Hastings  
 Arrowsmith, Rex, Newport  
 Assmusen, James, Neligh  
 Aurora Medical Clinic, Drs. Don Larson, John  
 Murphy & Ken Treptow, Aurora  
 Barnett, Dr. Richard, Central City  
 Bass, Paul & Sons, Valentine  
 Bassett Livestock Auction, Rich & Dean Kinney,  
 Bassett  
 Becker, Pete & Felix, Ashby  
 Beckler's Implement, Dick Beckler, Seward  
 Beel, L. C., Jr., Valentine  
 Beman, Donald, Valentine  
 Boesiger, Orville, Clatonia  
 Brooks, John, Shelton  
 Buell, Barney, Rose  
 Bush, Gerard, Lincoln  
 Cannell, Jack, Gering  
 Central Bank, Irv Hesselgesser, Joe Geren, Bud  
 Gaghagen, Central City  
 Churchill, Ken, Drybread Herefords, Valentine  
 Coble, Gary, Mullen  
 Coble, Glen & Sons, Mullen  
 Coble, Harry, Mullen  
 Coble, James, Mullen  
 Commodity Traders, Inc. Don Braddock, Omaha  
 Connealy, Bob, Gordon  
 Connealy, Marty, Whitman  
 Cow Poke Inn, Keith Dubry, Thedford  
 Creighton Livestock Market, Herb Suhr & Keith  
 Swaathoff, Creighton  
 Curry, W. A., Columbus  
 Dam, Wwright, Valentine  
 Drinkwalter, Bill, Thedford  
 Drinkwalter, Jim, Valentine  
 Duren, David, Columbus  
 Eby, Ed, Valentine  
 Eckloff, Warren & Sons, Minden  
 Eldred, Vic, Lakeside  
 Farmers & Merchants Nat'l Bank, Robert Fricke  
 & Floyd Gove, Ashland  
 Farrar, Helen & R. T. Marland, Hyannis  
 Felske, Chat  
 First National Bank, Jim McBride, Aurora  
 First National Bank, James Stockwell, Bayard  
 First National Bank, Val Beavers, Stanton  
 Fisher, John, Clinic Pharmacy, Valentine  
 Flasnack Polled Herefords Mrs. Don Flasnack,  
 Alma  
 Flying A Cattle Co., G. E. Anderson, Thedford  
 Gilbaugh, Douglas & LaVerne Hansen, Gering  
 Glandt, John, Neligh  
 Goerz, Melvin, Henderson  
 Hallstrom, Elmer, Avoca  
 Ham, Ernest, Sutton  
 Ham, Howard, Saronville  
 Hart, Ray, Lincoln  
 Helzer, Kenneth, Gering  
 Herman, Ed & Warren, Lakeside  
 Hilltop Ranch, Harley Bergen, Henderson  
 Holdrege Electric, Bob Winkler, Holdrege  
 George A. Hormel Co., Jim Rieth, Fremont  
 Hutchinson, George, Scottsbluff  
 Hyannis Cattle Co., Ted Jeary, Hyannis  
 Isham, Bob, Gordon  
 Jamar Angus Farms, Jim & Mary Schafer,  
 Shelton  
 Jeffrey Brothers, Bill-Norman-David, Smithfield  
 Johnson, Tom, Albion  
 Kiddoo, Edgar D., Omaha  
 Kleen Implement Co., Gary Bennett, Franklin  
 Kreis Drywall, Tom Kreis, Stromsburg  
 Kroeger, Jim, Cody  
 Lamoureux, Howard, Valentine  
 Lee, Forrest, Brownlee  
 Lee, Jim, Valentine  
 Lee, Marion & John, Brownlee  
 Lehmkuhl, R. F., West Point  
 Leu, Arch, Sutherland  
 Lewis, Dwayne, Kearney  
 Mahan, Dr. W. F., Mitchell  
 Mallory, Don, Mullen  
 Marquardt Construction Co., Robert Marquardt,  
 Waverly  
 Mauch, Emry, Bassett  
 McGuire, Donny, Faulhafer Herefords, Thedford  
 Meyers Land & Cattle, Jack Ressigieu, Alliance  
 Milldale Ranch Co., E. H. Shoemaker, Jr., North  
 Platte  
 Minor, J. H. Company, Harry Minor, Hyannis  
 Monahan Cattle Co., Earl & James Monahan,  
 Hyannis  
 Morrison, Paul, Mitchell  
 Mundorf, Delbert, Wood Lake  
 Musser Mosler Cattle Co., Floyd Webster,  
 Rushville

Nebraska Livestock Market, Assoc., Warren  
Cook, Norfolk  
Neujahr, Orville, Valentine  
Neumeyer, Vernon, Valentine  
Newcomb, Warren, Paxton  
Oden Enterprises, Mert Oden, Wahoo  
O'Hare, Kenneth, Ainsworth  
Onawa State Bank, Onawa  
Pearson Ranch, Lowell Belville & Ron Elliott,  
Valentine  
Production Credit Association, Howard Holstein,  
Omaha  
Rambour Realty Co., Inc., George Rambour,  
Columbus  
Reece, Frank & Bud, Valentine  
Regier, Richard, Henderson  
Robinson, Dale, Thedford  
Romanoff, Nat, McCook  
Saults Ranch, Inc., Orville Connor, Gordon  
Schlothauer, George & Son, Scottsbluff  
Schlueter, Gene, Wood Lake  
Schuler, Ellis, Hooper  
Schuler, Vern, Hooper  
Sexton Trucking Co., Ray & Henry Sexton,  
Mullen  
Shalds Market, Michael Shald, Gordon  
Shuck, Wendell, Edgar  
Shuster's Jack & Jill, Paul Shuster, Lincoln  
Sibert, Frank, Omaha  
Simmons, Kenneth, Valentine  
Sittler, Harvey & Son, Martell  
Spain, Sam, Valentine  
Spectacle Ranch, Don Hull, Gordon  
Spring Creek Cattle Co., O. E. Hundley—Jerre  
Johnson, Lexington  
Staab, Rollie, Ord  
State Bank of Cairo, Robert Larson, Cairo  
Stotts, Rex, Cody  
Strand, Paul, Valentine  
Strong Insurance Agency, Rex Strong, Gordon  
Stucklik, John, Aurora  
Sunflower Packing Co., John Tassett, York  
Tailgate Ranch, Paul McKie, Tonganoxie, Ka.  
Thedford Livestock Comm. Co., Leland John-  
ston, Thedford  
Thomas, Dan, Valentine  
Thompson Herefords, Dale Thompson, McCook  
Thurston, Gene, Ashby  
Todd, Richard, North Platte  
Tschida, Eugene, Papillion  
Uhrig, Otto, Hemingford  
Valentine Livestock Market, Dan Knuth,  
Valentine  
Viereg, Jim, Big Creek Ranch, Mullen  
Votaw, Eli, Wellfleet  
Weber, Carl & Son, Kearney  
Wiedeman, Ed, Mitchell  
Williams, Blair & Randy, Ainsworth  
Witt, Burnell J., Columbus  
Wolf Brother & Reich, Jim Wolfe—Bud Tucker,  
Albion  
Wrage, Mick, Wood Lake  
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SEPT. 11—at LSU

SEPT. 18—at INDIANA

SEPT. 25—TCU

OCT. 2—MIAMI (Flg.)

OCT. 9—at COLORADO

**OCT. 16—KANSAS STATE**  
(Homecoming)

OCT. 23—MISSOURI

OCT. 30—at KANSAS

NOV. 6—OKLA. STATE

NOV. 13—at IOWA STATE

NOV. 26—OKLAHOMA

DEC. 4—at HAWAII

Home games in boldface



# HUSKER BEEF CLUB—FEEDERS

Herb Albers Feed Lot, Inc., Herb Albers, Jr., Wisner  
 Alexander, Dick, Pilger  
 Alfson, Warren, Wisner  
 American Cyanamid Co., Dick Havens, Fremont  
 Anderson, A. J. & Sons, Lexington  
 Anderson, Jim, Exeter  
 Arett, Dick & Son, Fremont  
 Armbruster, Allan, Cozad  
 Aspergren, Percy, Geneva  
 Bachman, Robert, Omaha  
 Bank of Papillion, Eugene Tschida, Papillion  
 Bank of Wood River, Charles Moyer, Wood River  
 Barr, Art, Jr. & Son, Stanton  
 Baumann, Ray, West Point  
 Baxter, Clarence & Son, Grand Island  
 Baxter, LeVerne, Grand Island  
 Baxter, Tom, Grand Island  
 Beins, Roe & family, York  
 Beins, Ron, Aurora  
 Beins, Ross, Aurora  
 Bellar, Gary, Wisner  
 Bergt, Randall, Wisner  
 Biehl, Harold, Lexington  
 Bierman, Warren, Lexington  
 Big Chief of Nebraska, Virgil Eihusen, Grand Island  
 Bill's Volume Sales, William J. Pullen, Central City  
 Bold Cattle Feeders, Norm Keller & Jan Ayers, St. Paul  
 Bolz, Otto, Stanton  
 Bordner, Leland, Pilger  
 Brand, DeVern, Wisner  
 Brand, Walt, Wisner  
 Bredthauer, Oscar & Son, Grand Island  
 Bremer Brothers, Gus & Gene, Stanton  
 Brownfield, Dale, Cozad  
 Bumgarner Land & Cattle Co., Mervell & Tom, Strang  
 Bundy, Lloyd, Ashland  
 Bundy Brothers, Robert & Melvin, Gretna  
 Burkholder, Ervin, Cozad  
 Burkink, Lee, Scribner  
 Burtwistle, Sam, Stanton  
 Busch, Eugene, Stanton  
 Caskey, Larry, Stanton  
 Chace, Jack, Pilger  
 Cheney, Bruce, Norfolk  
 Citizens National Bank, Walt Munderloh & William Biles, Wisner  
 Coe Cattle Co., C. O. Emrick, Norfolk  
 Collins, Ellen B., Bancroft  
 Columbus Irrigation, Marvin Charipar, Columbus  
 Commercial National Bank & Trust, Jim Oliver, Grand Island  
 Commercial State Bank, Fred Otten, Hoskins  
 Crawford, H. W., Omaha  
 Deck, Lester, Winside  
 Deck, Myron, Hoskins  
 Denker, Bill, Lexington  
 Dinklage, Herman, Jr., Wisner  
 Dinklage, Mrs. Herman, Sr., Wisner  
 Dinklage, Louis, Wisner  
 Dixon, Jack, Wisner  
 Einung Concrete Prod., John N. Einung, Jr., Wisner  
 Engelmeyer, Vincent, West Point  
 Falmien, George, Phillips

Farmers Elevator, Inc., Gene Ehrisman, Beemer  
 Farmers Elevator, Co., Tom Hoefs, Wisner  
 Farmers & Merchants Nat'l Bank, Jim Knievel, West Point  
 Farmers National Bank, Don Johnson & Arnold Otten, Pilger  
 Feller, Doug & Tom, Wisner  
 First National Bank, Ray Steffensmeier, Beemer  
 First National Bank, Keith Jobs, Grand Island  
 First National Bank, Gerald C. Hunke, West Point  
 First National Bank, Harry McMasters & Jerry Purinton, Wisner  
 Fleer, Walter, Jr., Hoskins  
 Flying A Cattle Co., G. E. Anderson, Red Oak, Ia.  
 Fontanelle Hybrid, Ray Harmon, Nickerson  
 Formax Feeds, Wilbur Wrage, Grand Island  
 Freiberg, Richard, Bancroft  
 French, Robert, Arlington  
 Givens, Paul, Lexington  
 Gloe, Don, Wood River  
 Goeller, John, Pilger  
 Goertzen, Wallis D., Henderson  
 G. I. Livestock Auction Inc., Al Bachman & Tom Wiecks, Grand Island  
 G. I. Tire Sales, L. M. Egbert, Grand Island  
 Grosserode Cattle Co., Steve & Paul Grosserode, Milford  
 Grosshans, Inc., Paul Grosshans, Central City  
 H&B Cattle Co., Holland Brothers, Wisner  
 Hamann, Deryl, Omaha  
 Hankins, M. J., Stanton  
 Hanna, Lloyd, Lexington  
 Hansen, Virgil, Stanton  
 Hartman, Dick, Grand Island  
 Heller, Don, Stanton  
 Hendrickson, Wayne, Kearney  
 Hofferber, Don, Fairmont  
 Holland, Bill, Wisner  
 Holland, Gene, Wisner  
 Hughes, Darrell, Geneva  
 Irwin's Inc., Jim Irwin, Norfolk  
 Jahnke, Gerald, West Point  
 Johnson, Mrs. Walt & Sons, Stanton  
 Kant, Gary, Winside  
 Kimbrough, Dennis, Geneva  
 Kindschuh Oil Co., John Kindschuh, West Point  
 Kirschbaum, James, Grand Island  
 Klute, LaVern, Hampton  
 Kugler, Dale, Cozad  
 Kvols, Kris Jr., Wisner  
 Kvols, Ron, Wisner  
 Lage, Orville, Pilger  
 Langenberg, Stan, Hoskins  
 Langenberg, George J., Stanton  
 Lefler, Howard, Fairmont  
 Leisy, A. J. & Son, Wisner  
 Lubker, John, Jr., West Point  
 Luebbert, Louis, West Point  
 Lueders Oil Co., Douglas Lueders, Wisner  
 Luthy, Roy & Norman, Aurora  
 Mactier, Don, Omaha  
 Magdanz, Melvin, Wisner  
 Malchow, Hugo & Doug, Pender  
 Maratz, Weldon, Stanton  
 McArdle, Ken, Lexington  
 McClymont, Phil, Holdrege  
 McClymont, Rowland, Holdrege  
 McHargue, Billy, Marquette  
 McHargue, Tom, Central City

McMullen Farm Supply, Don McMullen, Grand Island  
 Medelman, Mrs. Henry, Norfolk  
 Meduna, Rudy & Sons, Colon  
 Mertz, Don J., Grand Island  
 Mesmer, J. Fred, Wisner  
 Mettenbrink, Ralph, Grand Island  
 Meyer, Wilbur, Grand Island  
 Meyer, Perry, Bancroft  
 Meyers Farm Equipment, Arnold Meyer, Grand Island  
 Miller, Don, Fairmont  
 Morris, Stanley, Wayne  
 Munson, Bob, Wisner  
 Neben, Bob, Lexington  
 Neil, Steve, Cozad  
 Nellor, Harold, Beemer  
 Neilsen Oil & Propane, Don Nielsen, West Point  
 Nielson, Marvin, Aurora  
 Norfolk Feed Mills Co., Robert T. Bridge, Norfolk  
 Norfolk Livestock Market, Inc., W. V. Emrick, Norfolk  
 O'Brien, Tom, Geneva  
 Oliver, J. H. & Sons, Grand Island  
 Ortmeier, W. Jim, West Point  
 Ott, Gene, Wisner  
 Overland National Bank, Jim Anders, Grand Island  
 Papik, Ervin, Cordova  
 Peterson, Leroy, Wisner  
 Philpot, A. C. & Son, Overton  
 Pichler, Harold, Grand Island  
 Post, Doran, Lexington  
 Prairie State Custom Feeders, John Olson, Alliance  
 Prinz Grain & Feed, Tom & Leonard, West Point  
 Prinz, Robert & Marvin, West Point  
 Prosser, Harold, Lexington  
 Rabe, Elton, Beemer  
 Rasmussen, Keith & Lei Lany, Wisner  
 Ringenberg, Herb, Lexington  
 Rose Realty, Forrest Rose, Hastings  
 Roth, Lonnie, Wisner  
 Schelkopf, Stan, Geneva  
 Schellpeper, Fred, Stanton  
 Schellpeper, Ronnie, Stanton  
 Schellpeper, Stanley, Stanton  
 Scherer, Dr. Robert, West Point  
 Schmaderer, Robert, West Point  
 Schmitt, Bill, West Point  
 Scism, Garth, Kearney  
 Sellentin Ready Mix, Ray & Ed Sellentin, West Point  
 Shuck, Gary, Edgar  
 Siemers, Bob, Grand Island  
 Smith, Jack, Arlington  
 Smith, John, Arlington  
 Smith, Juhl, Cozad  
 Sprick, Robert, Pilger  
 Stalp, Hank, West Point  
 Stanton National Bank, G. D. Eberly, Stanton  
 Stebbins, Virgil, Gothenburg  
 Stevenson Feed Yards, Steve Stevenson & Charles Caskey, Stanton  
 Stieren, Arthur, West Point  
 Stigge, Mike, Howells  
 Stuckey, Harold P., Lexington  
 Thietje, Loy, West Point  
 Thietje, Tim, West Point  
 Tiedtke, Michael, Stanton  
 Trueblood, Terry, Central City  
 Turner Grain Co., Harry Turner, Cairo  
 Utemark, Norval & Sharon, West Point  
 Vasina, Richard, Colon  
 Volk, Lawrence & Son, Cozad  
 Weatherholt, Orin & Son, Stanton  
 Weihs, Tom, Norfolk  
 West Point Rendering Co., Clifford & Don Johnson, West Point  
 Whaley Cattle Co., Norman Reynolds, Lexington  
 Willers, Bill, Stanton  
 Witt, Tom, Pender  
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 Wolverson, Kenneth, Pilger  
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# Once again, TV service technicians give these opinions about Zenith:



We're proud of our record of building dependable quality products. But if it should ever happen that a Zenith product doesn't live up to your expectations—or if you want details of the service technicians' survey—write to the Vice President, Consumer Affairs, Zenith Radio Corporation, 1900 N. Austin Avenue, Chicago, Illinois 60639.

The Panorama IV. Sophisticated 25" diagonal console. A rich blend of soft Silver coloring and simulated Rosewood cabinetry. Model SH2541X. Simulated TV picture.

## I. Best Picture.

Again this year, in a nationwide survey of the opinions of independent TV service technicians, Zenith was selected, more than any other brand, as the color TV with the best picture.

**Question:** In general, of all the color TV brands you are familiar with, which one would you say has the best overall picture?

**Answers:**

Zenith	34%
Brand A	21%
Brand B	12%
Brand C	8%
Brand D	7%
Brand E	4%
Brand F	2%
Brand G	2%
Brand H	2%
Other Brands	2%
About Equal	10%
Don't Know	4%

Note: Answers total over 100% due to multiple responses.

## II. Fewest Repairs.

In the same opinion survey, the service technicians selected Zenith as the color TV needing the fewest repairs.

**Question:** In general, of all the color TV brands you are familiar with, which one would you say requires the fewest repairs?

**Answers:**

Zenith	38%
Brand A	18%
Brand D	9%
Brand B	6%
Brand C	5%
Brand E	3%
Brand F	2%
Brand G	2%
Brand H	2%
Other Brands	2%
About Equal	11%
Don't Know	10%

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